

**CITY COUNCIL WORK SESSION
WITH THE PLANNING COMMISSION
ON THE BRADDOCK ROAD METRO AREA PLAN
AND THE LANDMARK/VAN DORN SMALL AREA PLAN**

TUESDAY, MARCH 28, 2006

5:30 P.M.

COUNCIL WORK ROOM

AGENDA

- | | | |
|------|-----------------------------------|--|
| I. | Welcome and Introductions | Mayor William D. Euille
Planning Commission Chair Eric Wagner |
| II. | Braddock Road Metro Area Plan | Planning and Zoning Department staff |
| | a. | Overview of Plan Concepts and Issues |
| | b. | City Council/Planning Commission Discussion |
| III. | Landmark/Van Dorn Small Area Plan | Planning and Zoning Department staff |
| | a. | Outstanding Plan Issues |
| | b. | City Council/Planning Commission Discussion |

Individuals with disabilities who require assistance or special arrangements to participate in the City Council Work Session may call the City Clerk and Clerk of Council's Office at 703-838-4500 (TTY/TDD 703-838-5056). We request that you provide a 48-hour notice so that the proper arrangements may be made.

Landmark/Van Dorn Focused Area Plan

W.S.
3-28-06

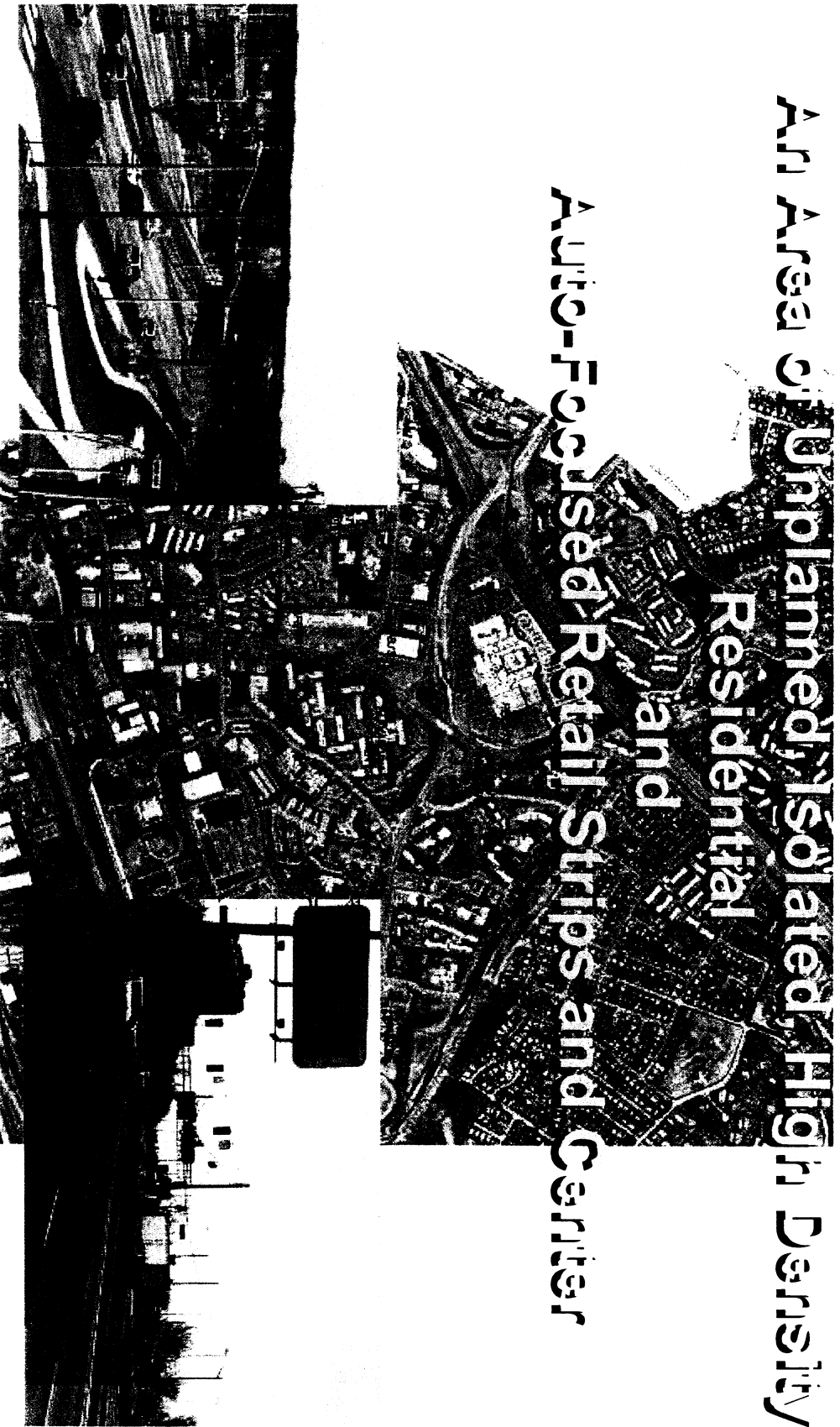
**A Status Report
The Landmark/Van Dorn
Focused Area Plan**

March 28, 2006

Department of Planning & Zoning

THE CONTEXT:

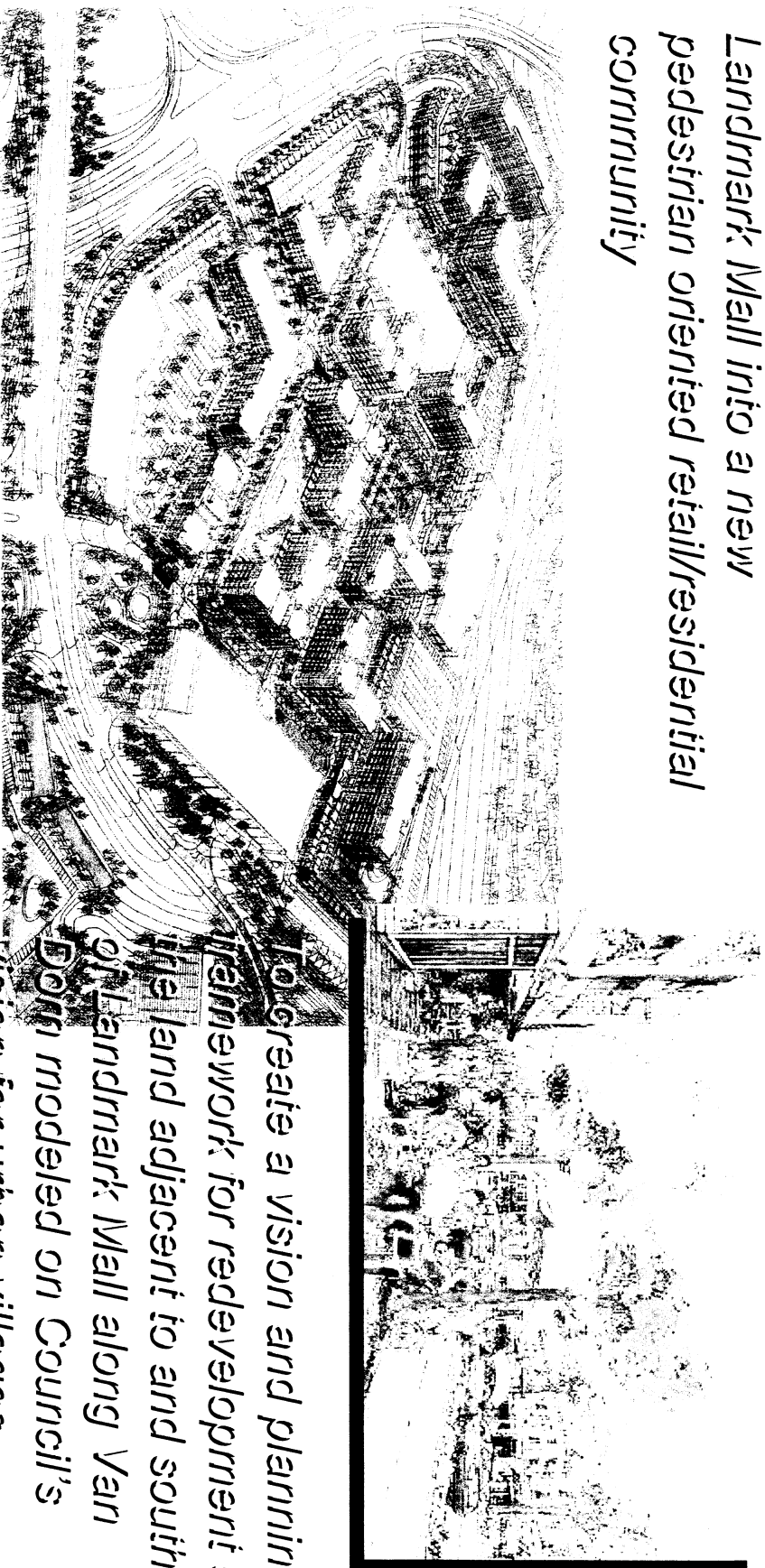
An Area of Unplanned, Isolated, High Density Residential and Auto-Focused Retail Strips and Center



A disjointed-noncontiguous area bisected by high capacity roadways carrying regional traffic and lacking a circulation grid and pedestrian connectivity

The Goals

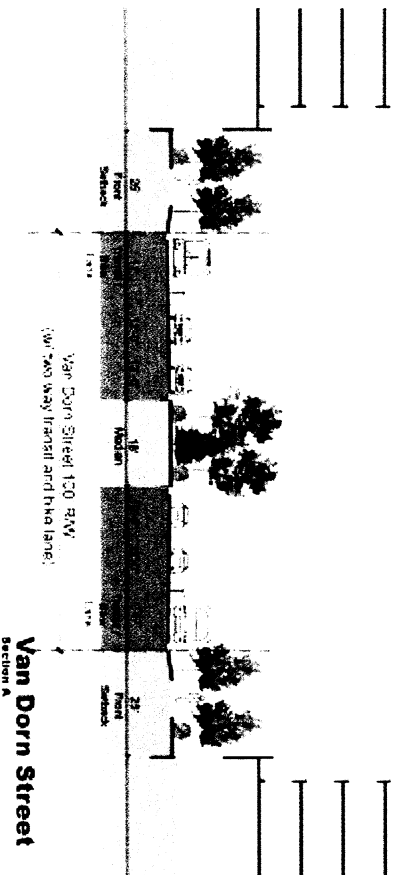
*To redevelop the auto-oriented
Landmark Mall into a new
pedestrian oriented retail/residential
community*



*To create a vision and planning
framework for redevelopment of
the land adjacent to and south
of Landmark Mall along Van
Dorn modeled on Council's
vision for urban villages*

The Goals

To implement vehicular and transit improvements to mitigate the transportation issues in Alexandria's West End



To ensure public benefit with all new redevelopment

- Affordable Housing
- Open Space
- Underground Parking
- New supporting Infrastructure

Landmark Van Dorn Focused Area Plan

MAJOR PLAN ELEMENTS

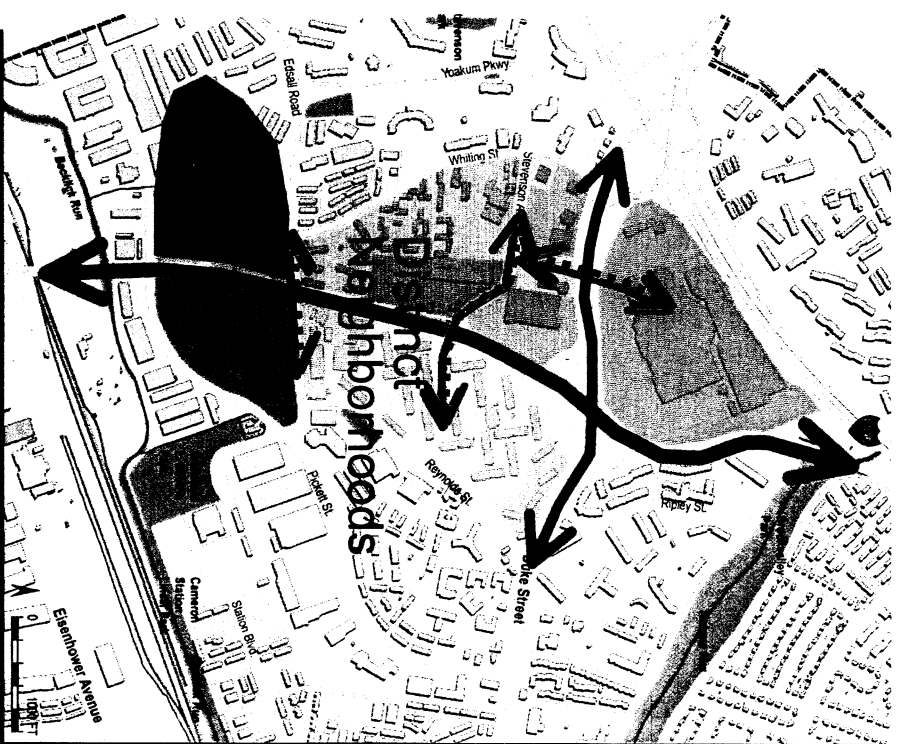
March 28, 2006

Department of Planning & Zoning

Major Plan Elements

TRANSFORM THE AREA INTO WALKABLE NEIGHBORHOODS

- Create Distinct Neighborhoods
- Establish Van Dorn & Duke as a Green Transit Boulevard
- Provide Connections between Neighborhoods
 - Pedestrians/Vehicles



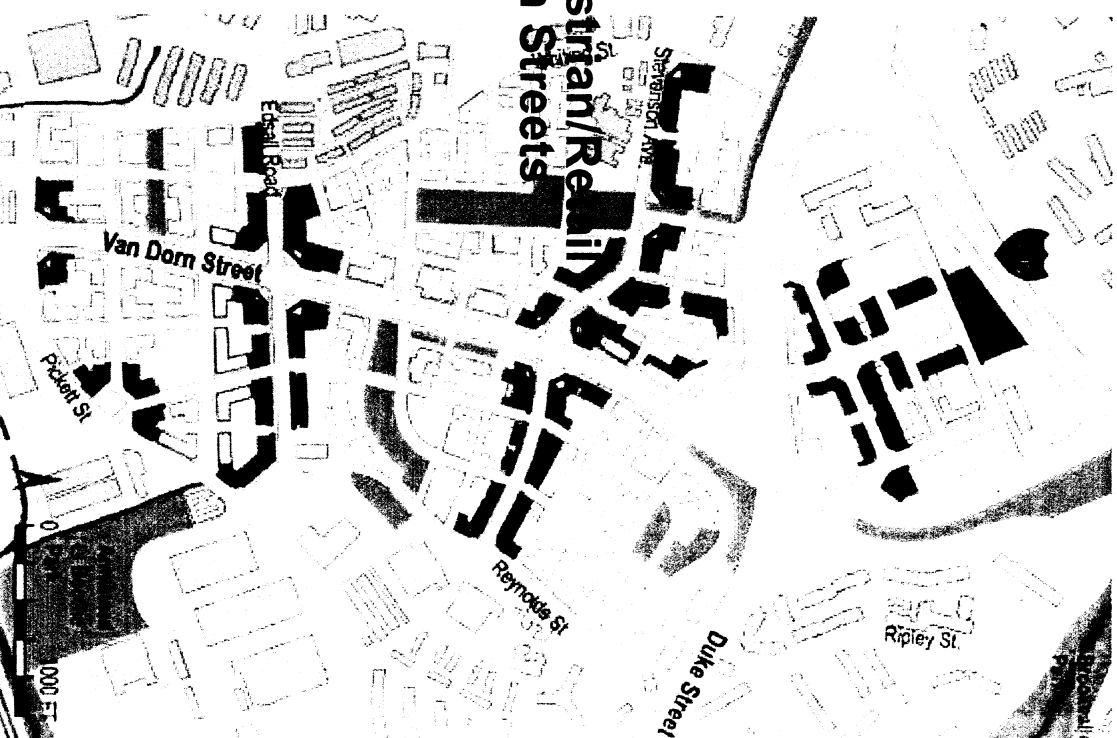
Major Plan Elements

CREATE A "PLACE"

- Redevelop Strip Centers into Mixed-Use Defined Activity Centers
- Retail on "Main Streets" and around public open spaces



Pedestrian/Retail "Main Streets"



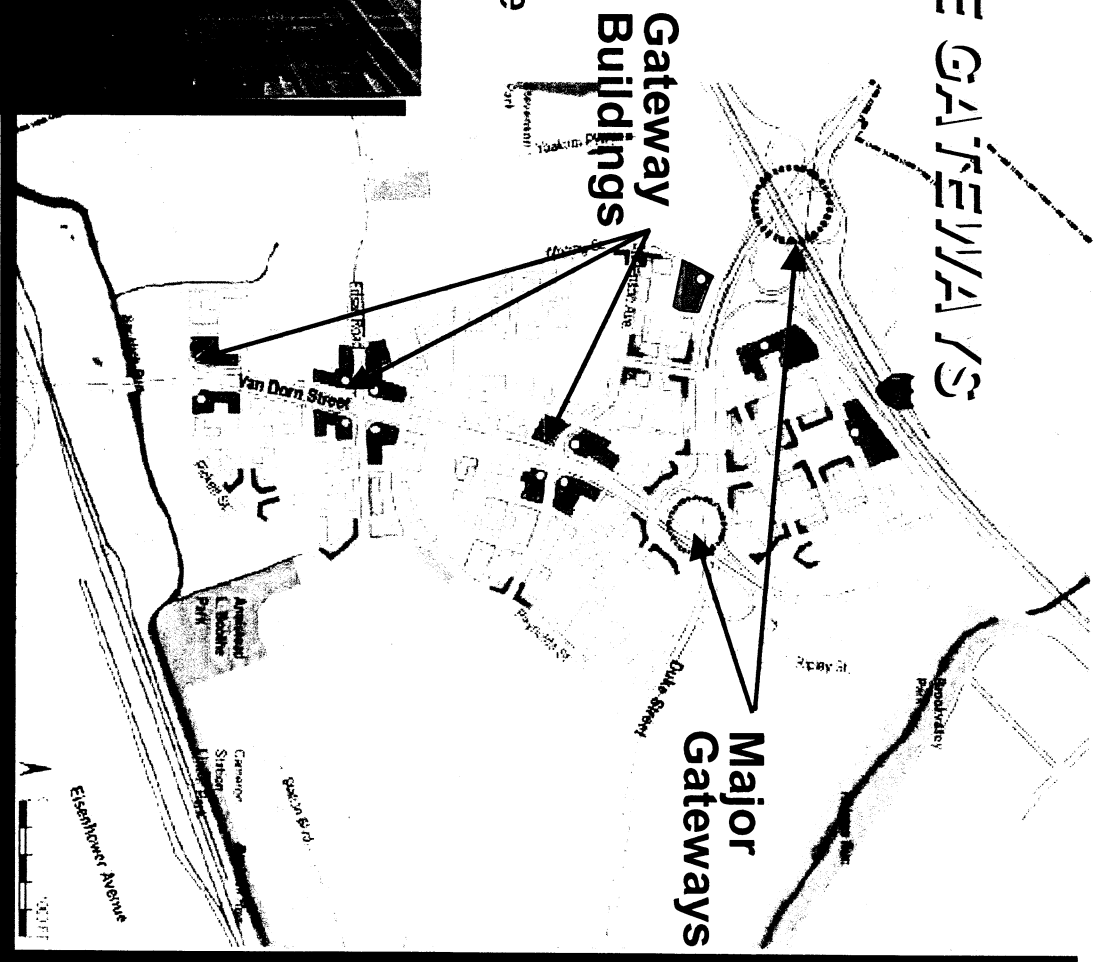
Major Plan Elements

CREATE ATTRACTIVE GATEWAYS

- Gateway Architecture at Entry points
- Van Dorn and Duke with Wide Green Landscape Edges
- Integrate Landmark/Van Dorn into the balance of the City



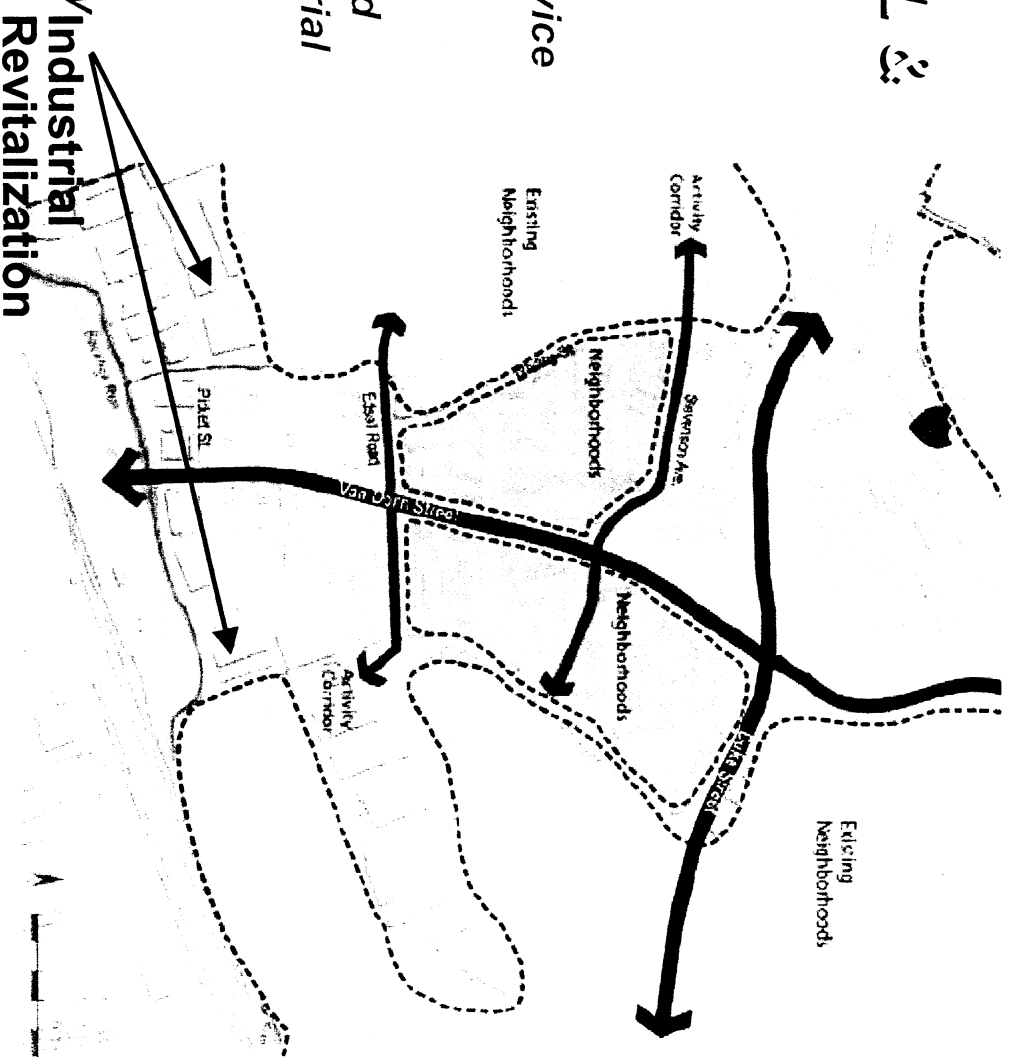
Gateway Buildings



Major Plan Elements

RETAIN INDUSTRIAL & SERVICE USES

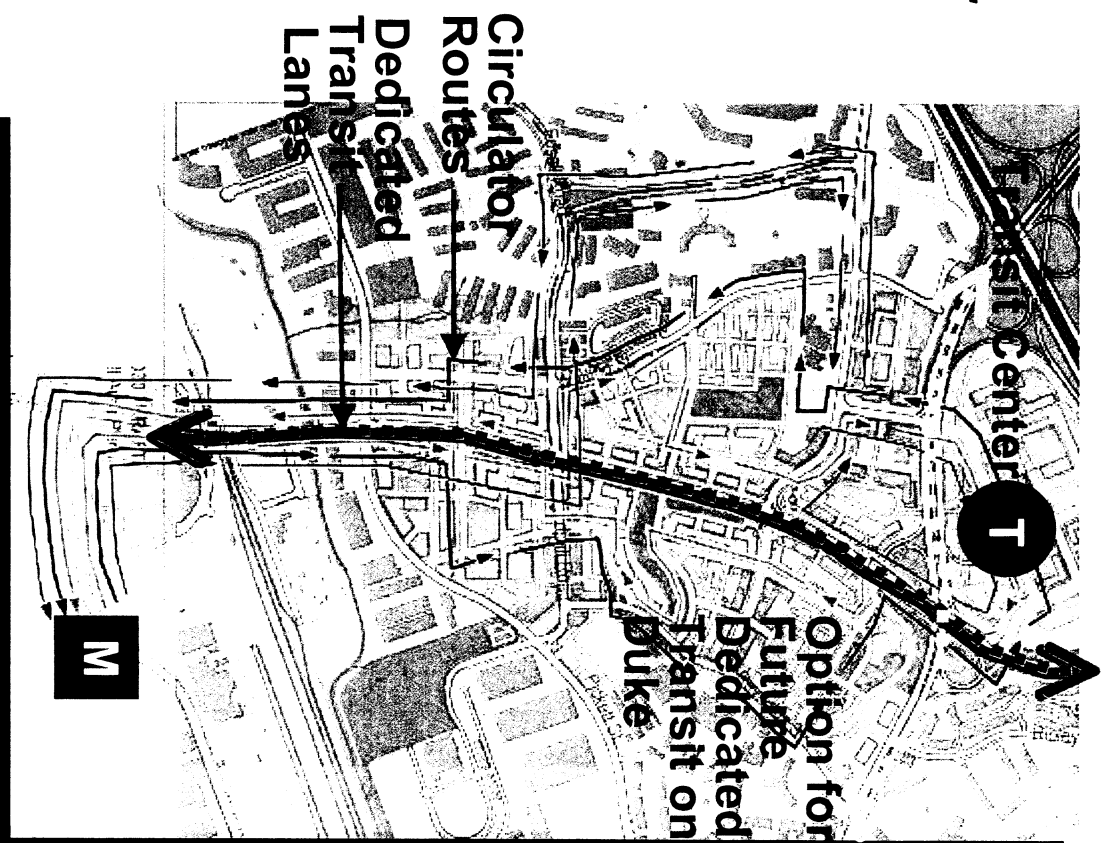
- Maintain level of service/delivery for residents and businesses
- Retain Pickett Street for service use/function
- Improve buffers between residential and industrial and visual appearance of industrial
- Currently 58.9 acres
- Future 46.1 acres
- 20% of 228 total acres in City



Major Plan Elements

ESTABLISH A MULTIMODAL TRANSPORTATION SYSTEM

- Dedicated transit on Van Dorn and reserve opportunity for Duke
- Enhance transit/transfer center at Landmark Mall
- Improve access to Metro through the use of local shuttle routes



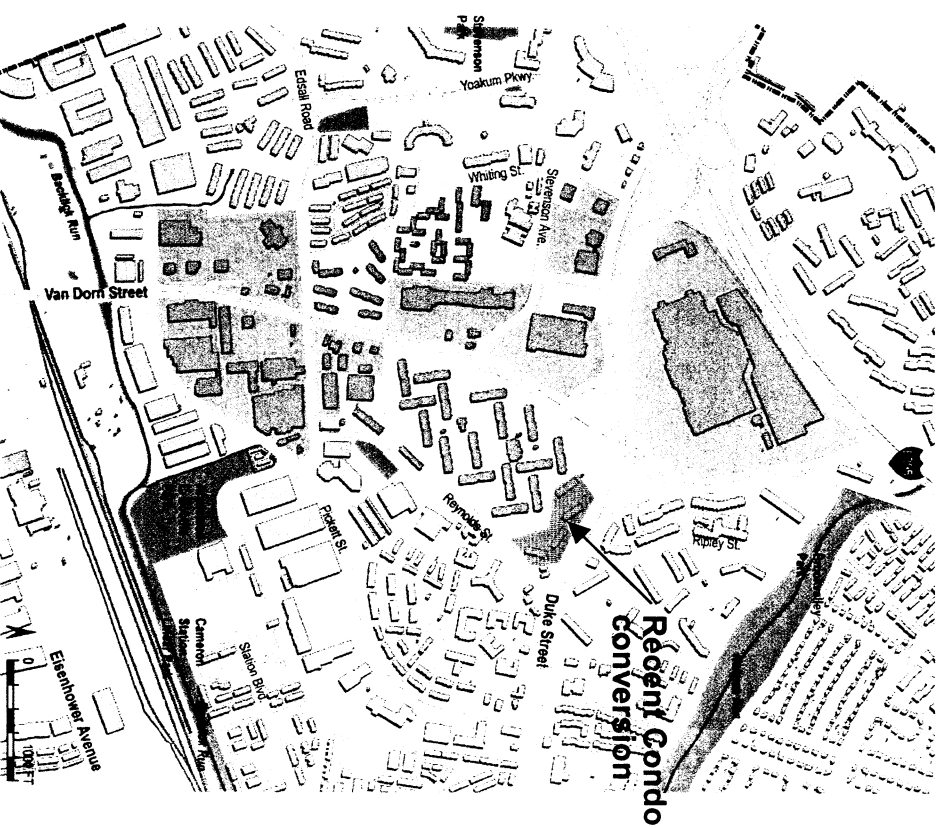
THE CHALLENGES

The Challenges

Redeveloping the Area

Assessing Short Term Growth

- Capitalize upon large property owners that have expressed interest in redevelopment
- Provide incentives to redevelop – e.g., additional density?
- Balance public benefit with additional development
 - Traffic/Transit Enhancements
 - Affordable Housing
 - Open Space/Recreation
 - Place making/Urban framework
- Infrastructure



The Challenges

Redeveloping the Area

Assessing Short-Term Growth

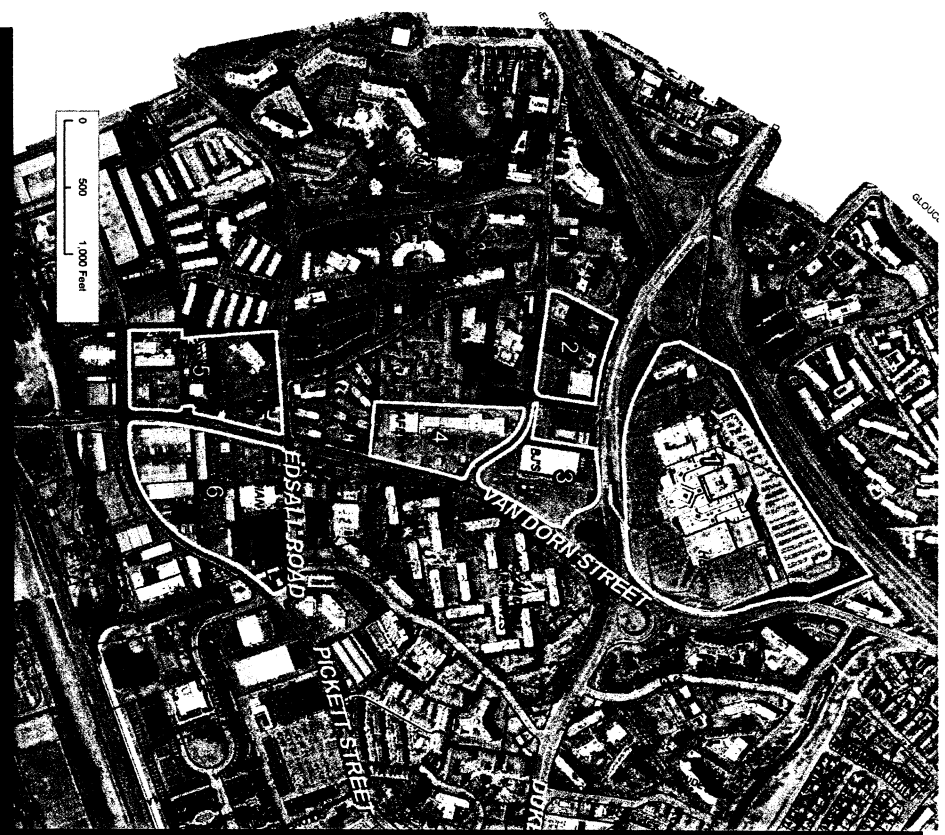
Short Term Sites

1,792,000 Sq. Ft.

2,700,000 Sq. Ft. residential

5, 400,000 Sq. Ft. total

7,300.00- 8,800,000 Sq. Ft.

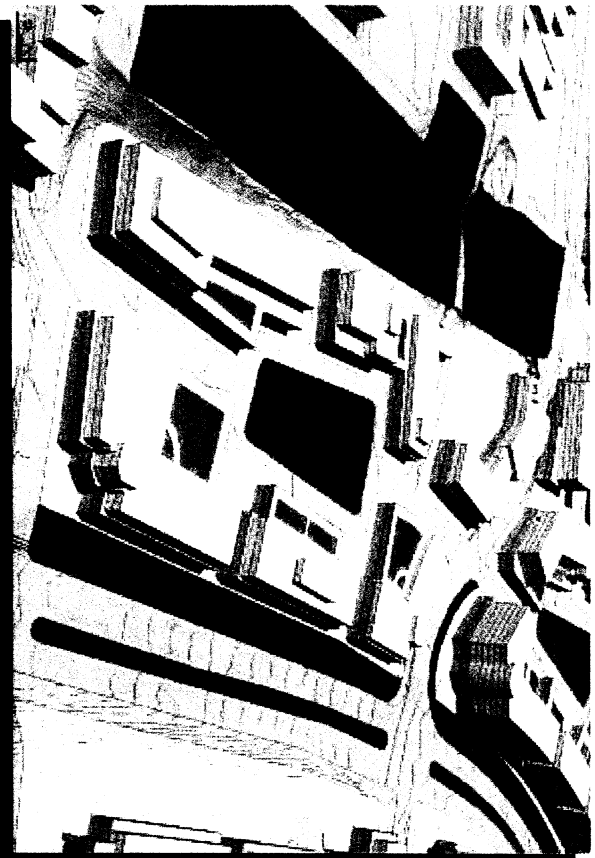


Landmark Van Dorn Focused Area Plan

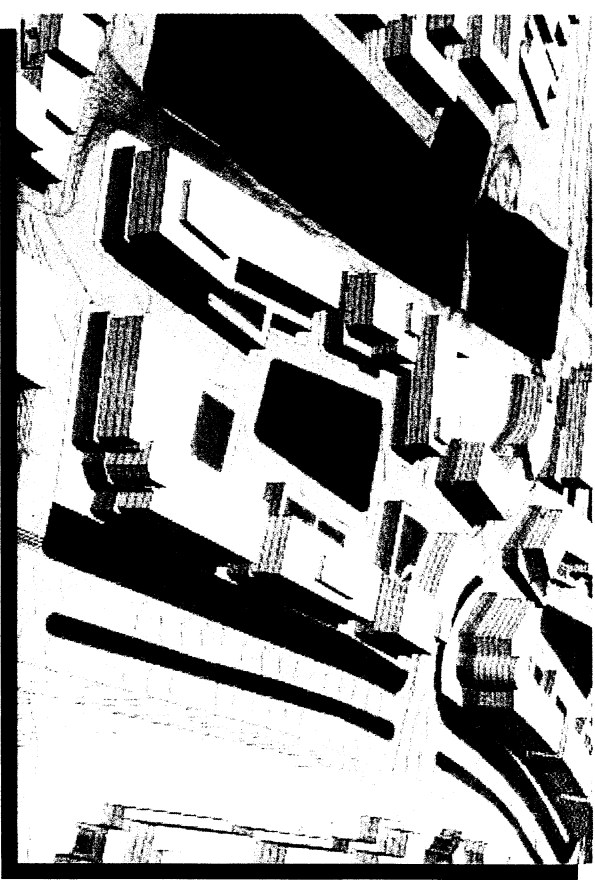
The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact



Safeway Block at 50' Height
and 1.25 FAR 530,000 SQ. FT



Safeway Block at 70' Height
and 2.0 FAR 850,000 SQ. FT.

Landmark/Van Dorn Focused Area Plan

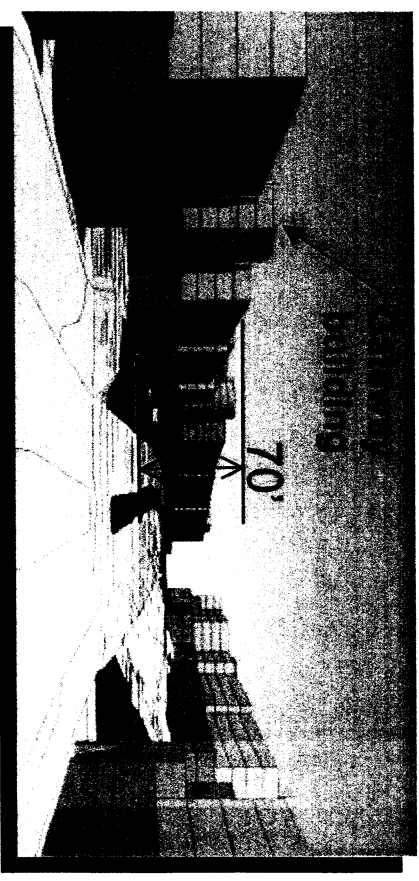
The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact



Van Dorn Corridor at 50' Height
and 1.25 FAR

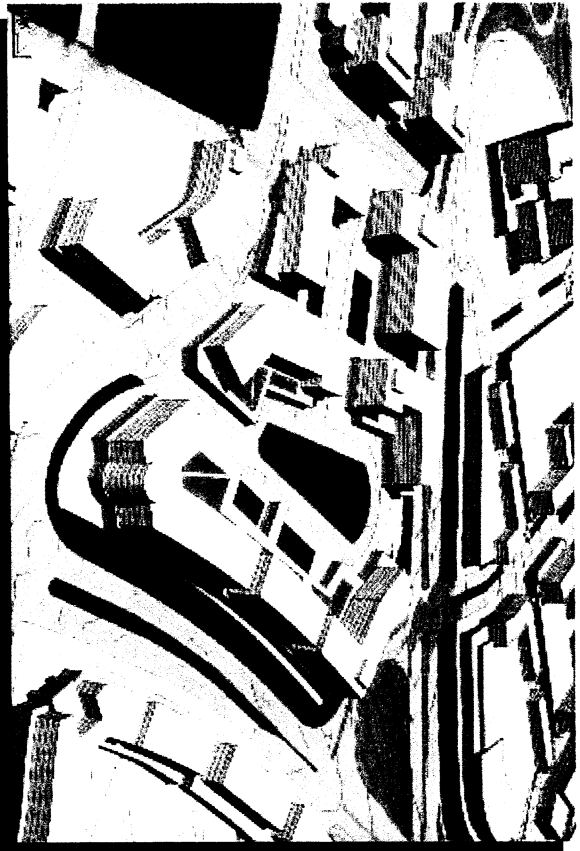


Van Dorn Corridor at 70' Height
and 2.0 FAR

The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact



BJ's @ Existing Zoning
90' height & FAR 2.0



Landmark Mall –
Proposed Redevelopment
Existing 1,000,000 SF
Proposed 3,000,000 SF

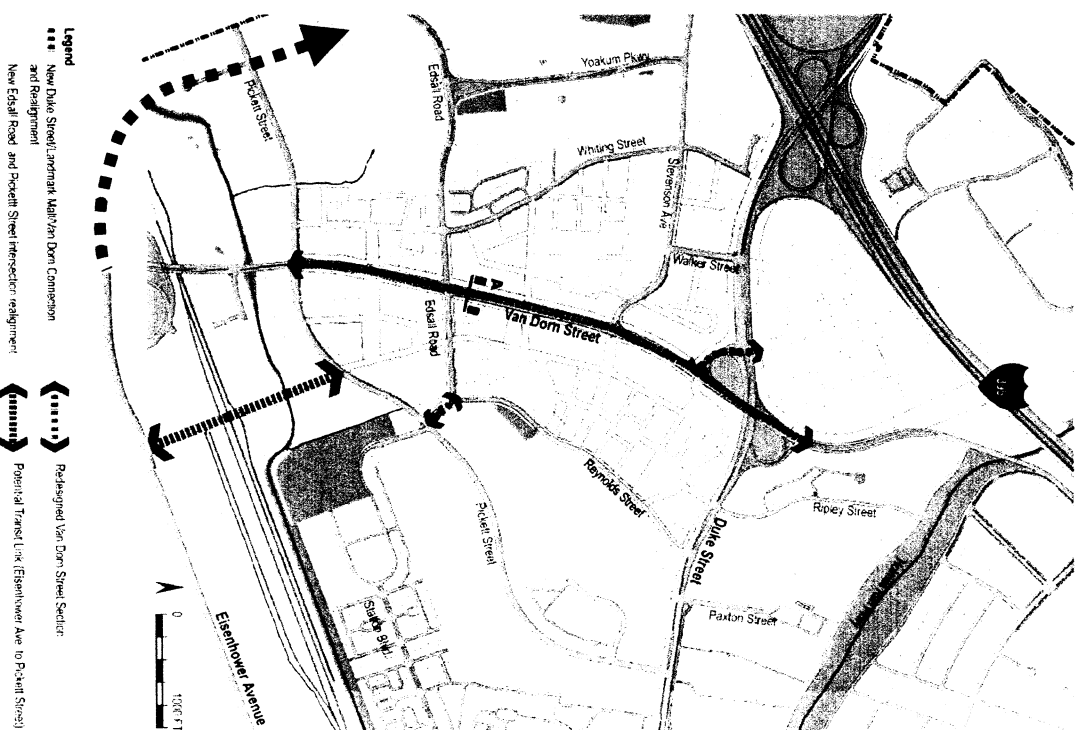
Landmark/Van Dorn Focused Area Plan

The Challenges

Redeveloping the Area

Balancing Additional Growth with Traffic Impacts

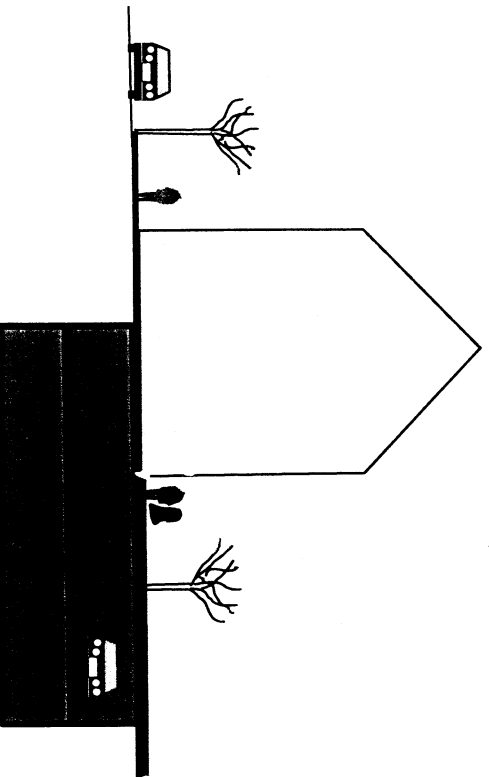
- Evaluating capacity of network to support increased density
- Transit solutions
- Internal framework streets
- Extension of Eisenhower Avenue to Edsall Road
- Pedestrian and bus connection to Van Dorn Metro station
- Improved connection to Landmark Mall



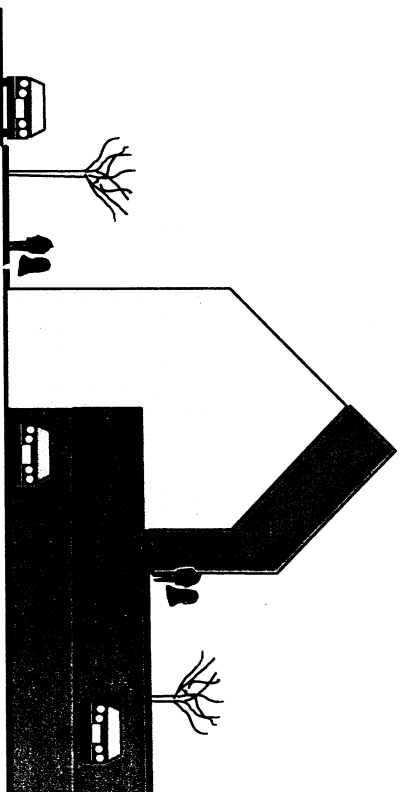
The Challenges

Redeveloping the Area

Options for Parking Underground v. Above Grade



Underground parking reduces the visual bulk of the parking and allows the open space to be at grade



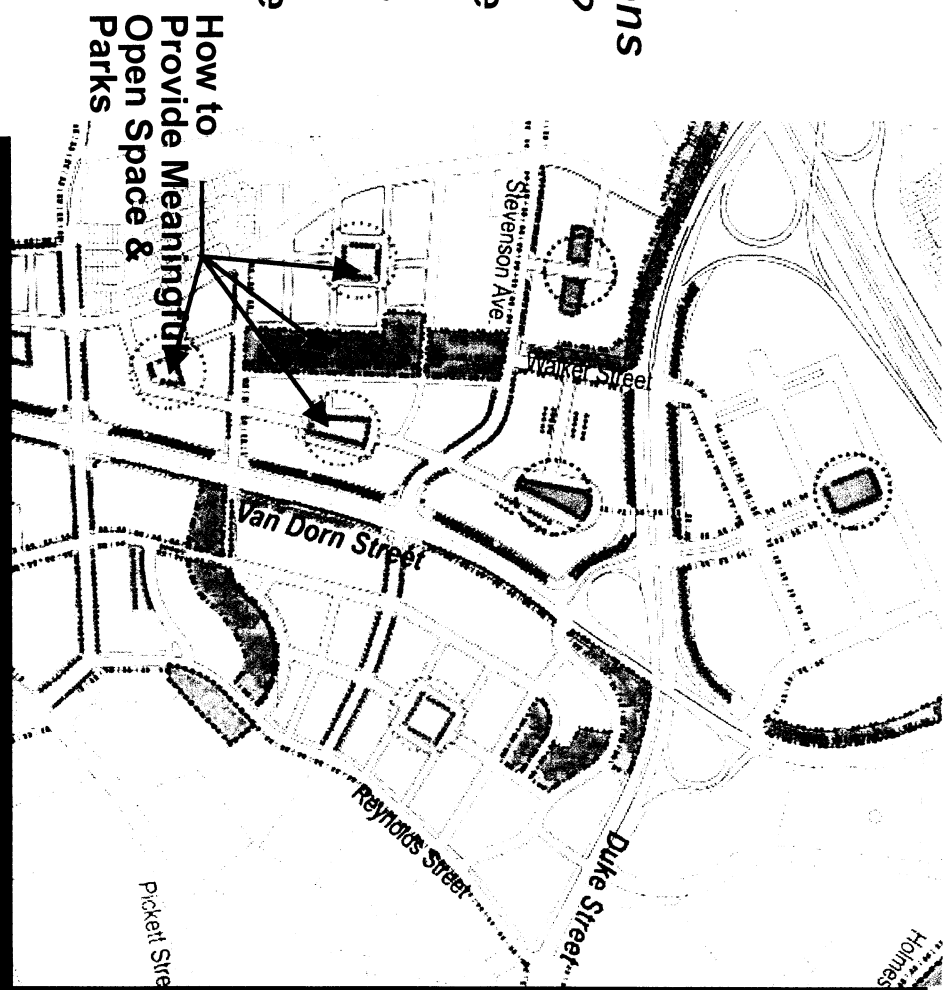
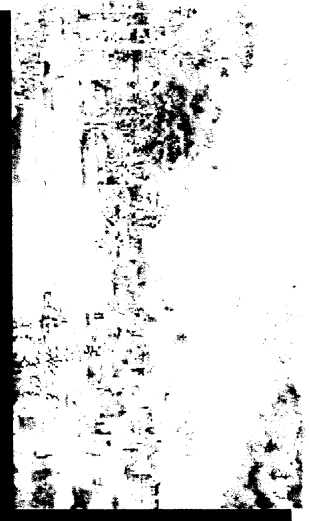
Above grade, screened parking increases the visual building bulk by 50% to 150% and places private open space on upper levels

The Challenges

Redeveloping the Area

Options for Creating Meaningful
Open Space & Connectors

- Require developer contributions to acquire and develop parks?
- Require developers to provide land and develop parks?
 - Some sites provide parks?
 - Some sites provide infrastructure or affordable housing?

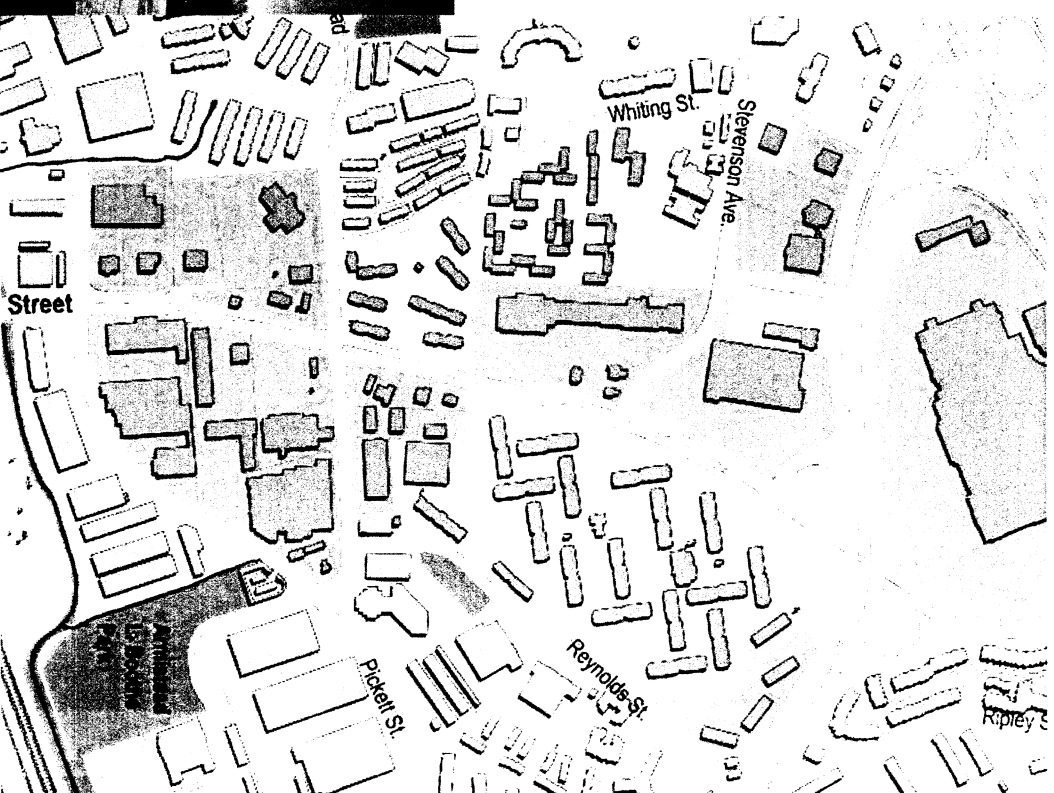


The Challenges

Redeveloping the Area

Options for Creating New Affordable Housing

- Provide bonus square footage and/or bonus height
- Assure that existing affordable housing is maintained



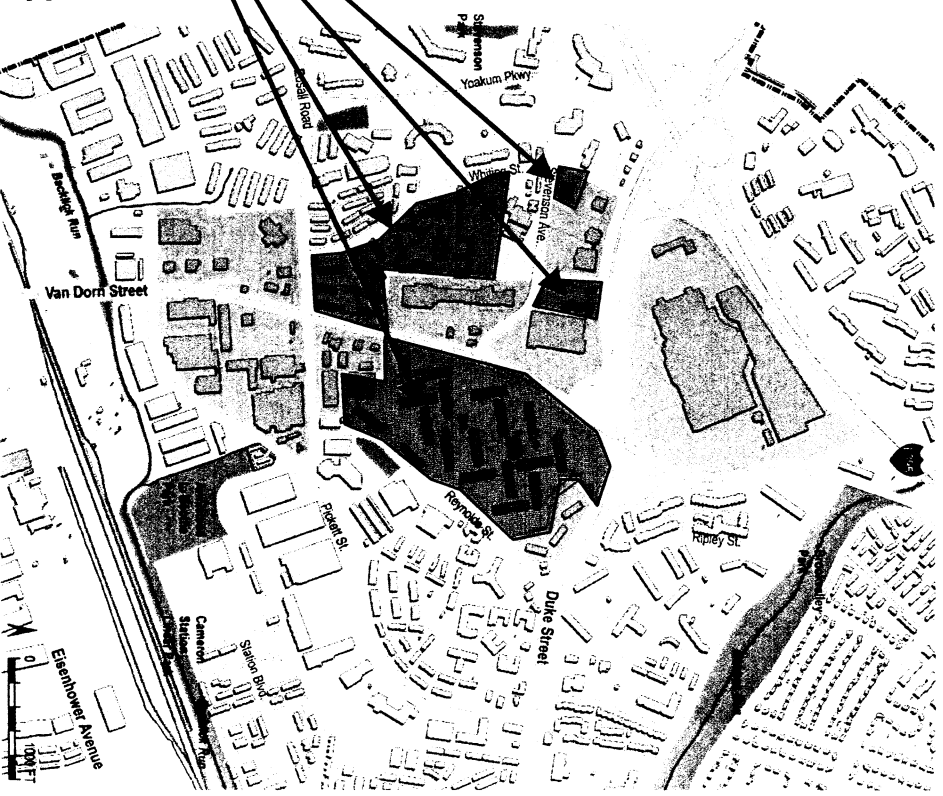
The Challenges

Redeveloping the Area

Obstacles for Long-Term Redevelopment

- No control of when properties may or may not redevelop
- Potential lack of continuity in place making elements such as:
 - Open space
 - Open space continuity
 - Streetscape
 - Main Street retail patterns
- Developing a phased implementation plan

Possible Long-Term Redevelopment Areas



The Challenges

Redeveloping the Area

- *City funding with developer reimbursement?*

- *Interim Cross Sections*

Obstacles for Long-Term Parcel by Parcel Redevelopment

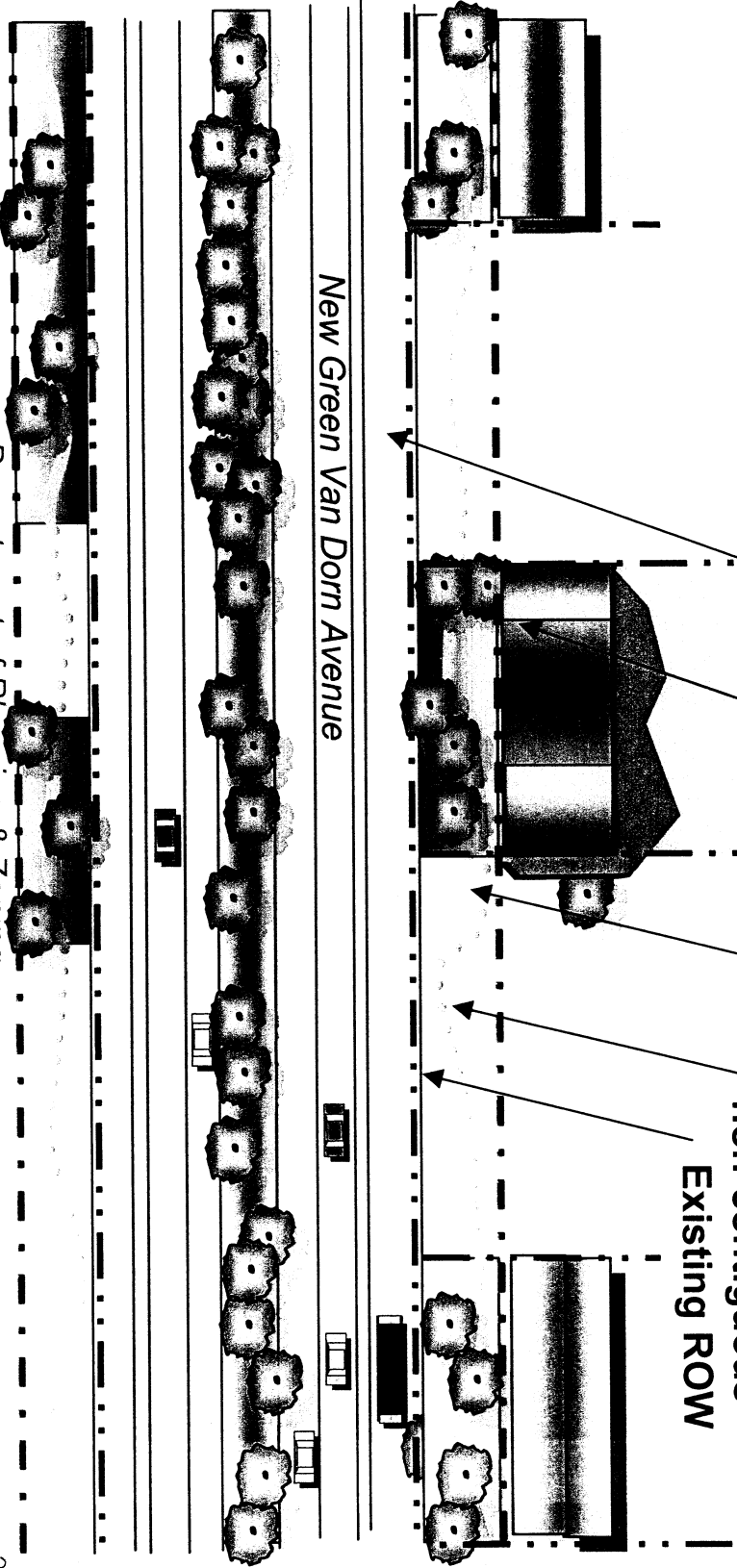
Exclusive Bus Lane

Redeveloped Parcel

Non Redeveloped Parcel

Green pedestrian zone non-contiguous Existing ROW

New Green Van Dorn Avenue



NEXT STEPS: P/C & Community Worksession

- Development intensity necessary to stimulate private development
 - Infrastructure improvements
 - *Roadway and transit*
 - *Utility Infrastructure*
 - *Facilities/Services – Schools, Fire, Police*
 - Incentives for underground parking
 - Community benefits for additional development
 - Methods to achieve new affordable housing
 - Methods to provide open space and connectors
-
- Create a Phased Implementation Plan
 - *Assure the creation of “place” in initial development phases*
 - *Assure provision of infrastructure systems in early phases*
 - *Assure logical sequencing of improvements*

Community Meetings

Four Planning Commission Workshops

Eight Presentations and Discussions with Community Associations

WEBA

Holmes Run Park Association

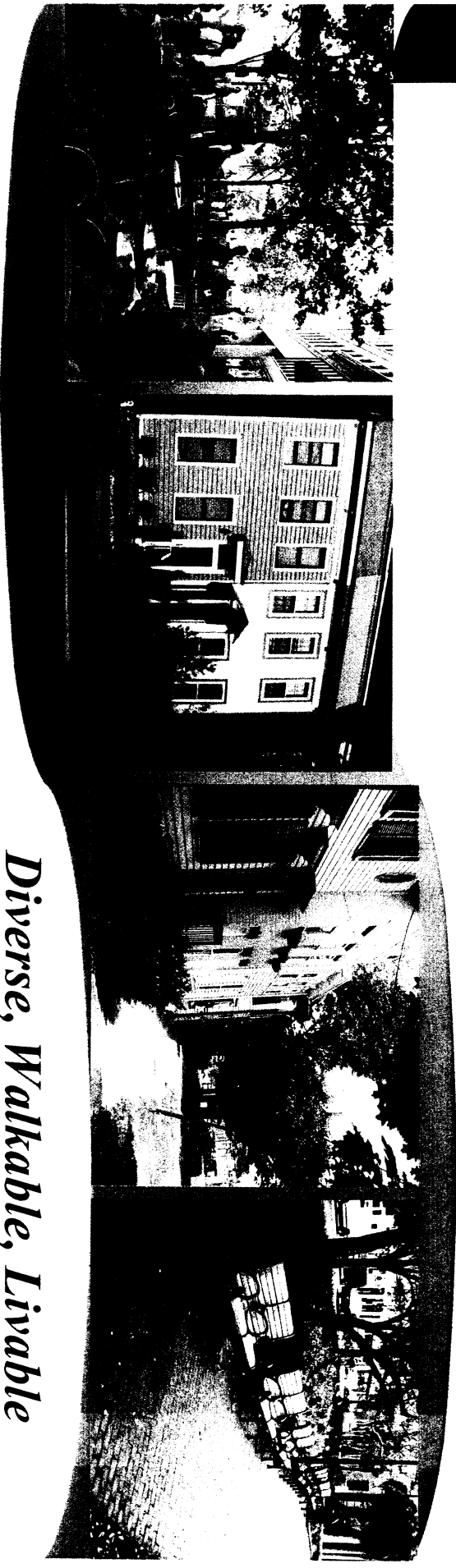
Seminary Hills Citizen Association

Brookhill/Seminary Valley Civic Association

W.S.
3-28-06

BRADDOCK ROAD METRO AREA PLAN

Diverse, Walkable, Livable



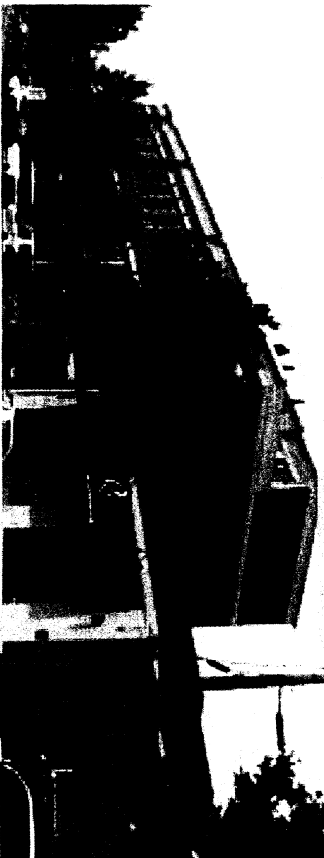
**PLANNING COMMISSION & CITY COUNCIL
WORKSESSION**

MARCH 28, 2006

NEIGHBORHOOD CONTEXT – Under Change



Historic Neighborhood

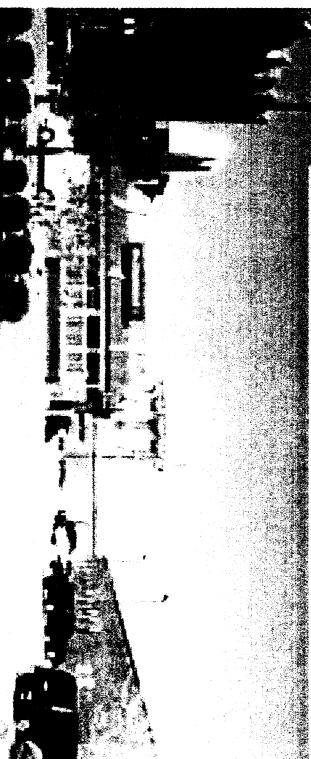


More Urban



Inwardly-Focused Project

Obsolete Warehouse



Auto-Oriented Use



Monarch Under Construction



**Guide redevelopment to
minimize traffic, create
vibrant, mixed-use
neighborhoods with retail,
restaurants and transit
Full Build-out**

3.1 million sq ft

Existing development

1.1 million sq ft

Current development concepts
Just under one million square feet
49% of potential development

MIX OF USES

Existing

- 63% residential (67% City-wide)
- 18% office (13% City-wide)
- 11% warehouse/service (4% City-wide)

Opportunity

Retail Market

Neighborhood focused retail – 80,000 sf

Residential Market

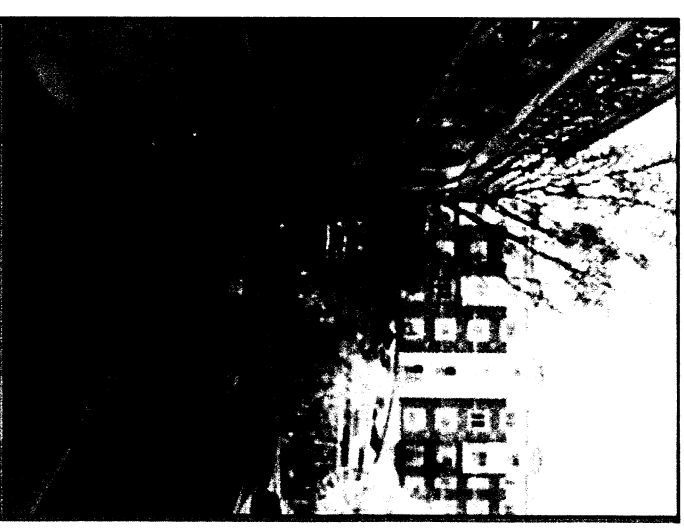
1,600 new units

Office Market

Limited due to Small sites

Proximity to major office centers

Potential for small association office space



PRINCIPLES

Great streets

Urban form

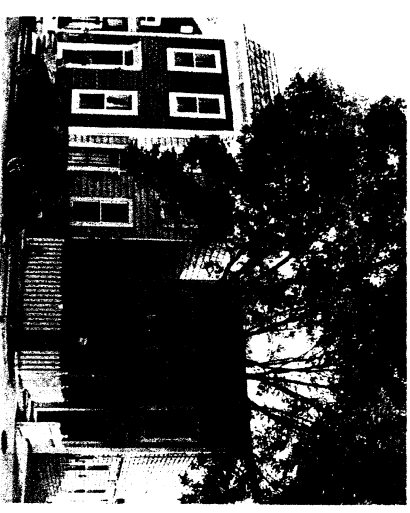
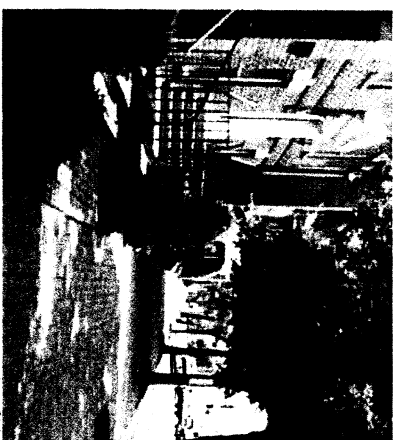
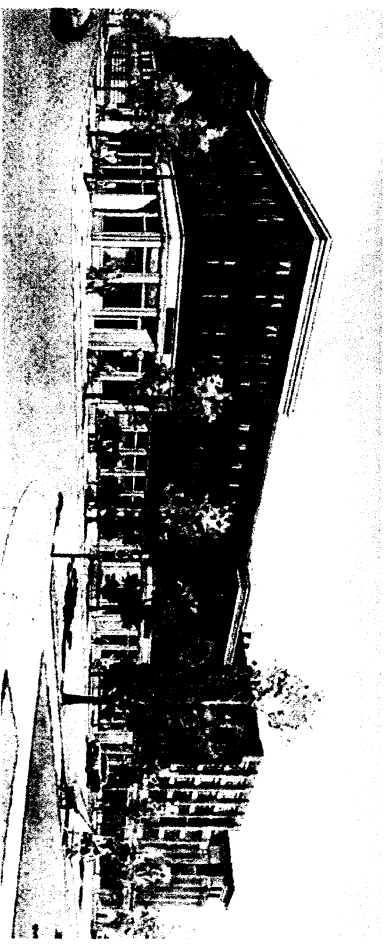
Rich mix of uses

Protect existing neighborhoods

Quality public spaces

Strong connections/
Walkability

Crime prevention



URBAN PLACE – Maximize Metro

Concentrate active uses on ground floor

Restaurants, retail adjacent to sidewalk

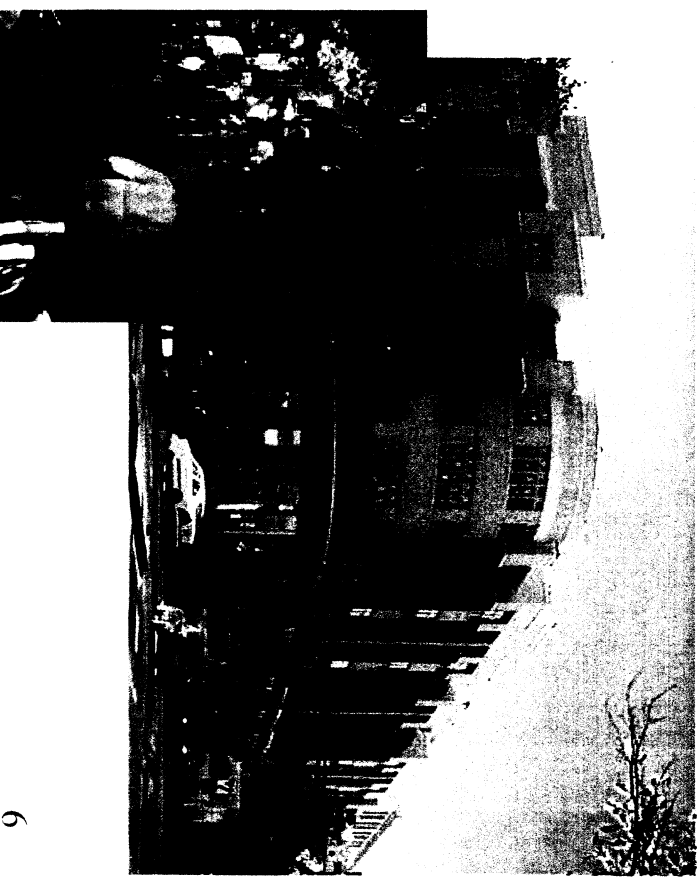
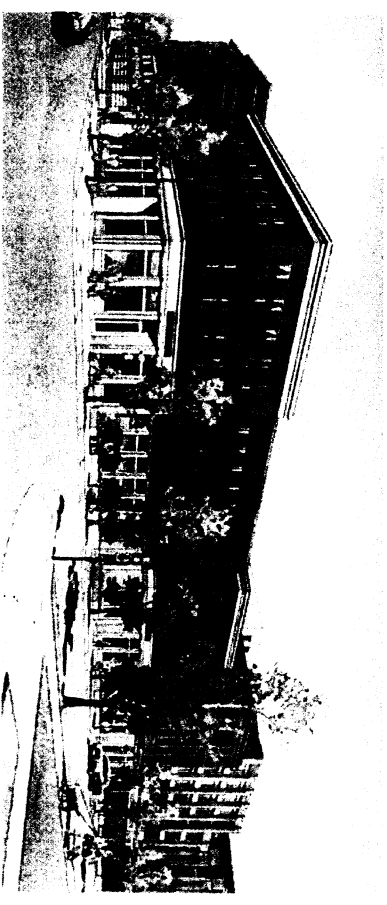
Establish the street wall

Scale the buildings to the sidewalk and street

Encourage walkability to promote transit

Scale the sidewalks for the pedestrian

Locate parking/service on secondary street or alley



QUALITY PUBLIC SPACES

Urban Parks/Squares

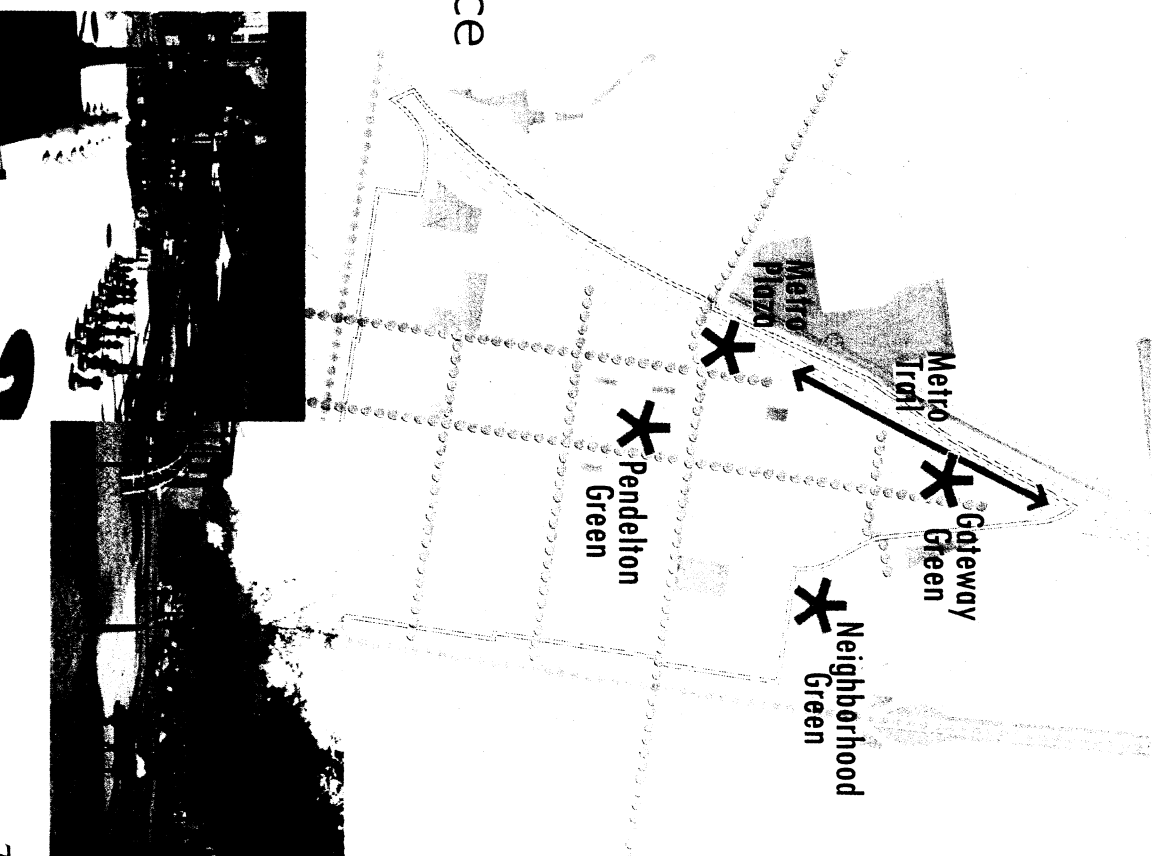
Public gathering spaces
Serve larger neighborhood

Pocket Parks

Small scale, well-defined
Within adjoining new
development
Explore additional open space
opportunities

Recreation Areas

Major trail connection
Opportunities to expand
existing parks



GREAT STREETS

Provide real alternatives to driving

Active uses

Safe crossings

Reinforce primary pedestrian routes

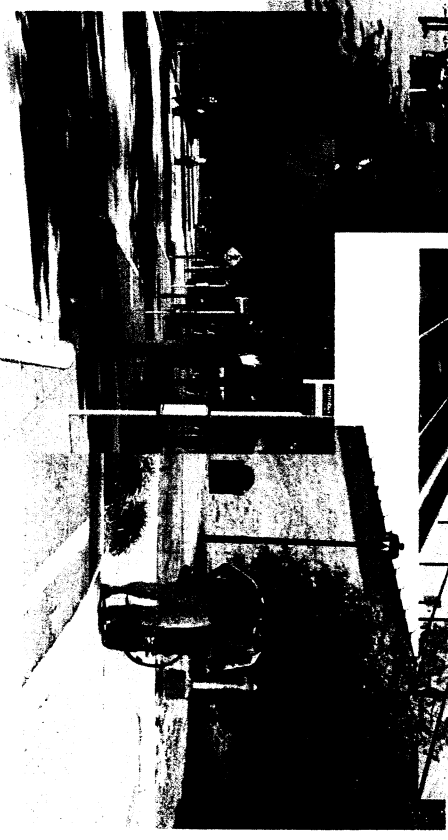
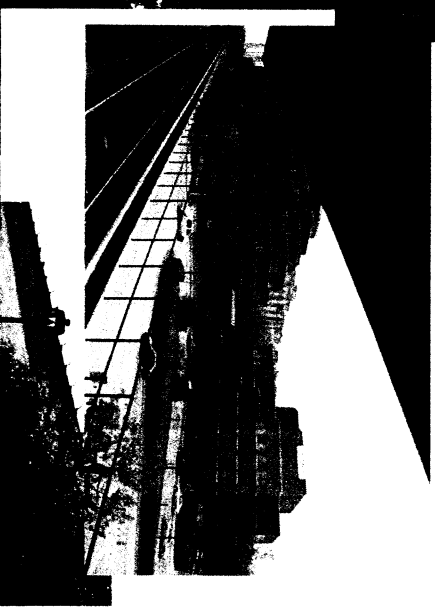
Destinations

Improvements Needed:

Create gateway

Break down oversized blocks

Safer, wider sidewalks/lighting



STRONG CONNECTIONS - Crossings/Trails

Streetscapes & Crossings

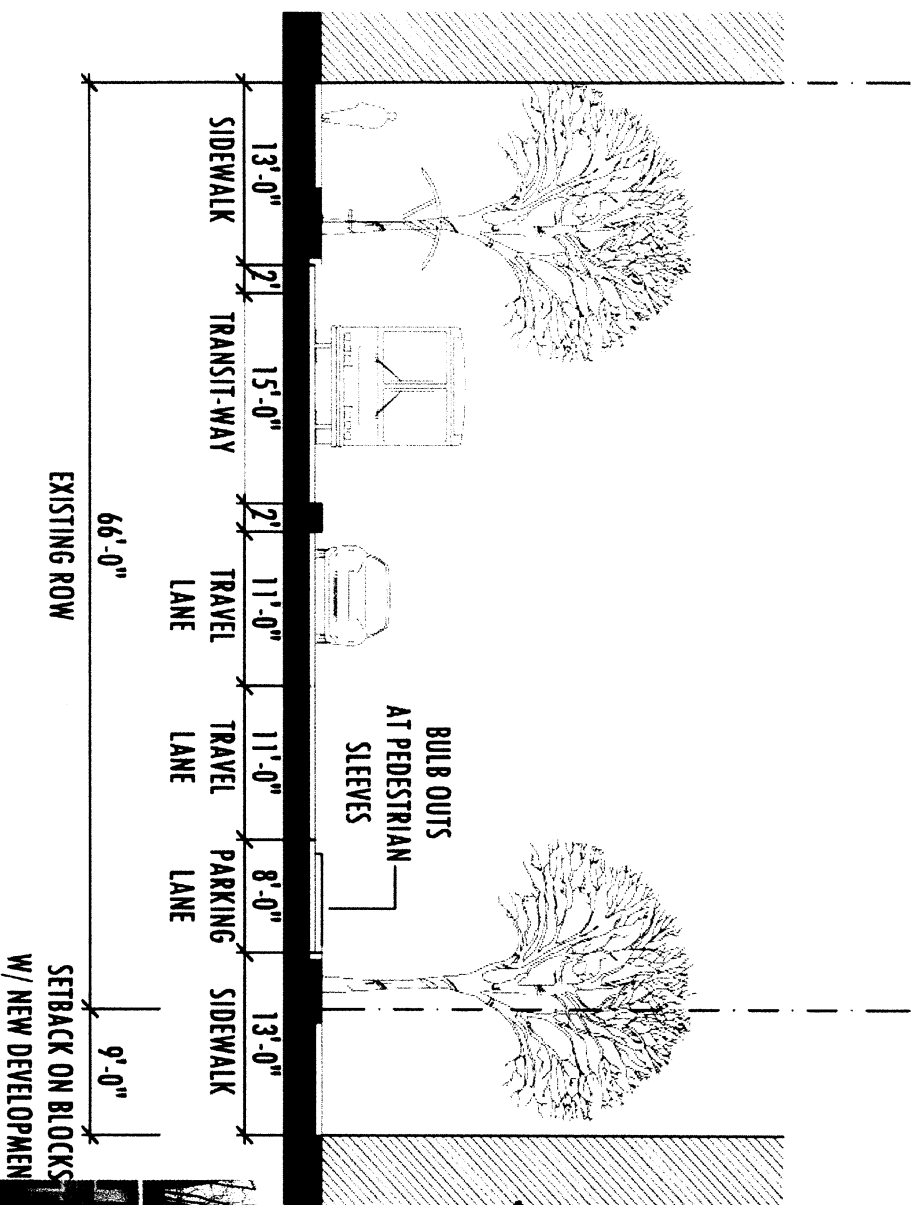
Create
connections to
nearby
neighborhoods
Target streetscape
improvements

Trail/Bike Connections



STRONG CONNECTIONS- Transit

Explore dedicated transit way on Route 1



Enhance Access to Metro
Plan for Bus Rapid Transit
long-term Rt.1 transit way



CRIME PREVENTION

through environmental design

Building Location

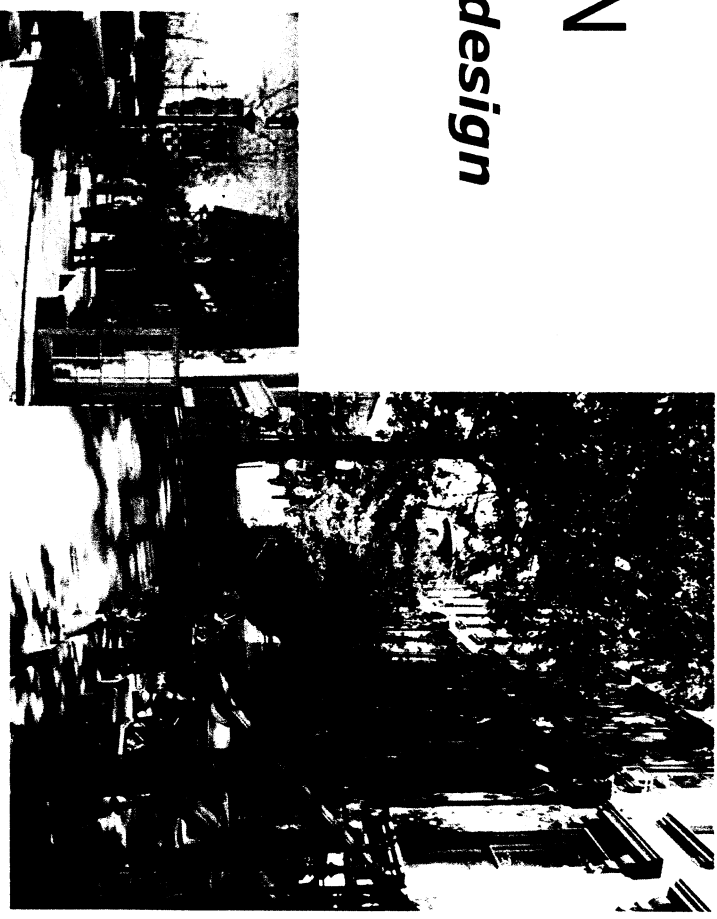
Eyes and activity on the street
Minimize hidden spaces

Public Space Design

Defined open spaces
Natural surveillance
Sense of public ownership

Pedestrian Safety

Visibility on the street
Good lighting



BRADDOCK NEIGHBORHOODS

- Parker Gray

Residential Conservation

- Braddock Center

An Area in Transition

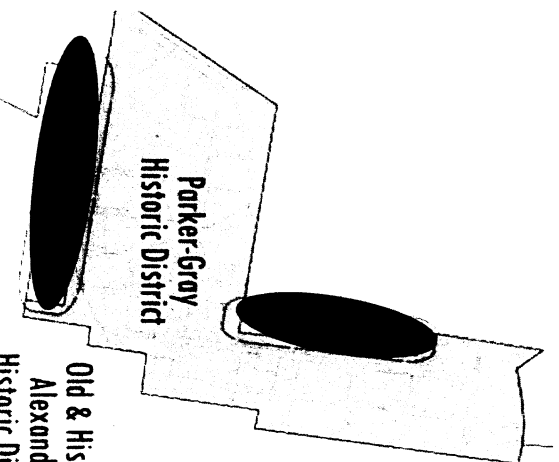
- Northern Gateway

A New Urban Neighborhood



PARKER-GRAY – Conserve Existing Neighborhood

Focus on compatibility of additions and new development



Old & Historic
Alexandria
Historic District

Expand historic district boundaries
Seek National Register District designation

Enhance Queen Street businesses



POTENTIAL PARKING OPTIONS

Availability of Parking a Growing Concern



	West	Payne	Fayette	Henry	Queens	Patrick	Alfred	Columbus
Sunday AM							74%	
Sunday PM						85%		
Sat Mid-Day	77%					81%		
Wkday PM		71%				72%		
Wkday Mid-Day				Princess				
Sunday AM						75%	73%	
Sunday PM							76%	
Sat Mid-Day			73%			74%	75%	82%
Wkday PM				Queen			74%	
Wkday Mid-Day							78%	
Sunday AM							80%	
Sunday PM								
Sat Mid-Day				Cameron		74%	87%	
Wkday PM							72%	
Wkday Mid-Day								

Expand on-street parking supply

Modify parking restrictions to fit location – retail turnover, residential permit areas, metro parking

Explore shared off-street parking opportunities



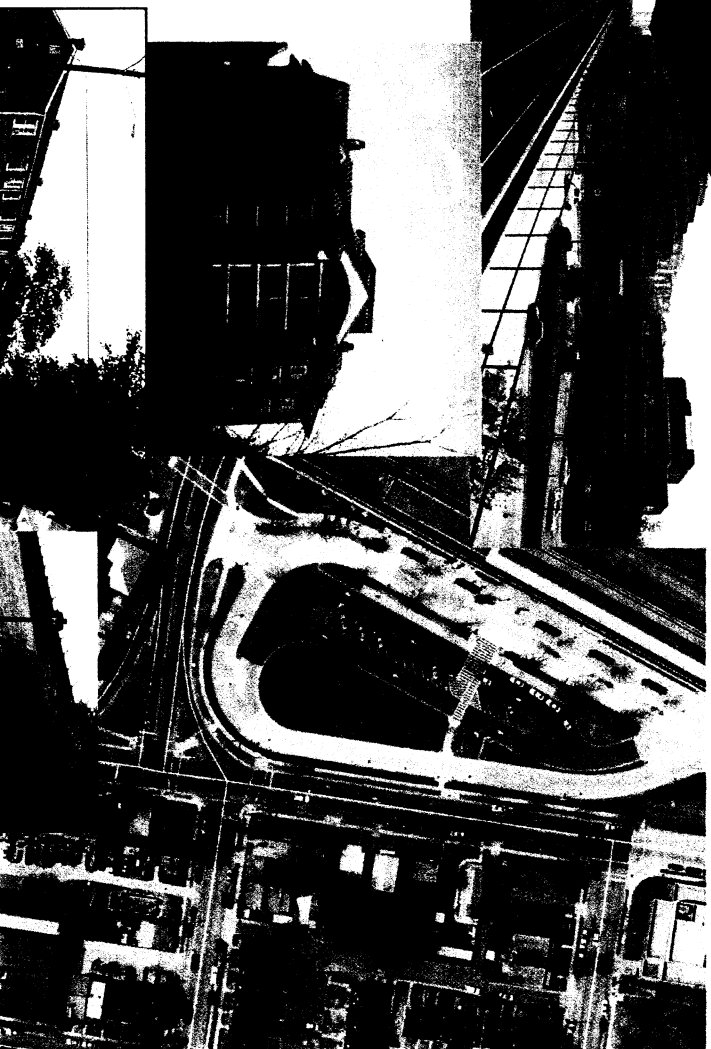
BRADDOCK CENTER TODAY

Major Redevelopment Activity

**Opportunity to
Create Place @
Metro**

Retail Center

**Transition
scale/height to
protect existing
residential**



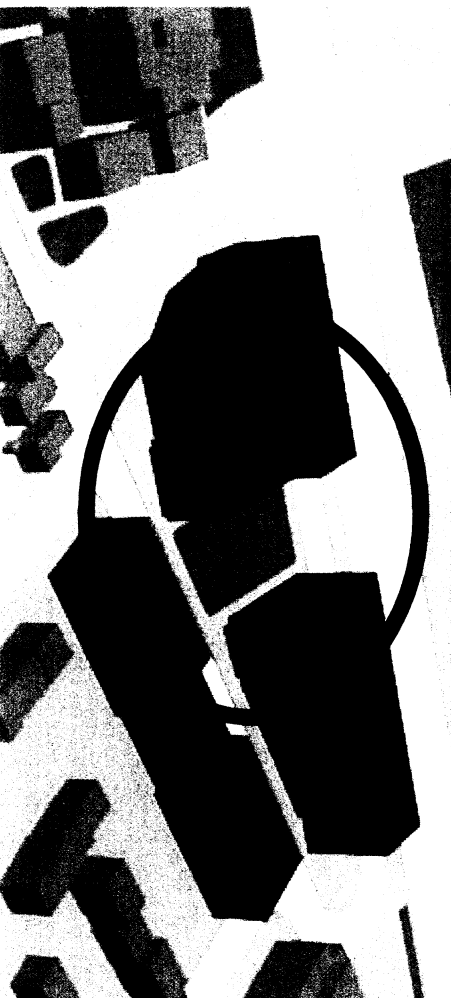
BRADDOCK METRO 3 Options for Metro Site



Maintain As Is

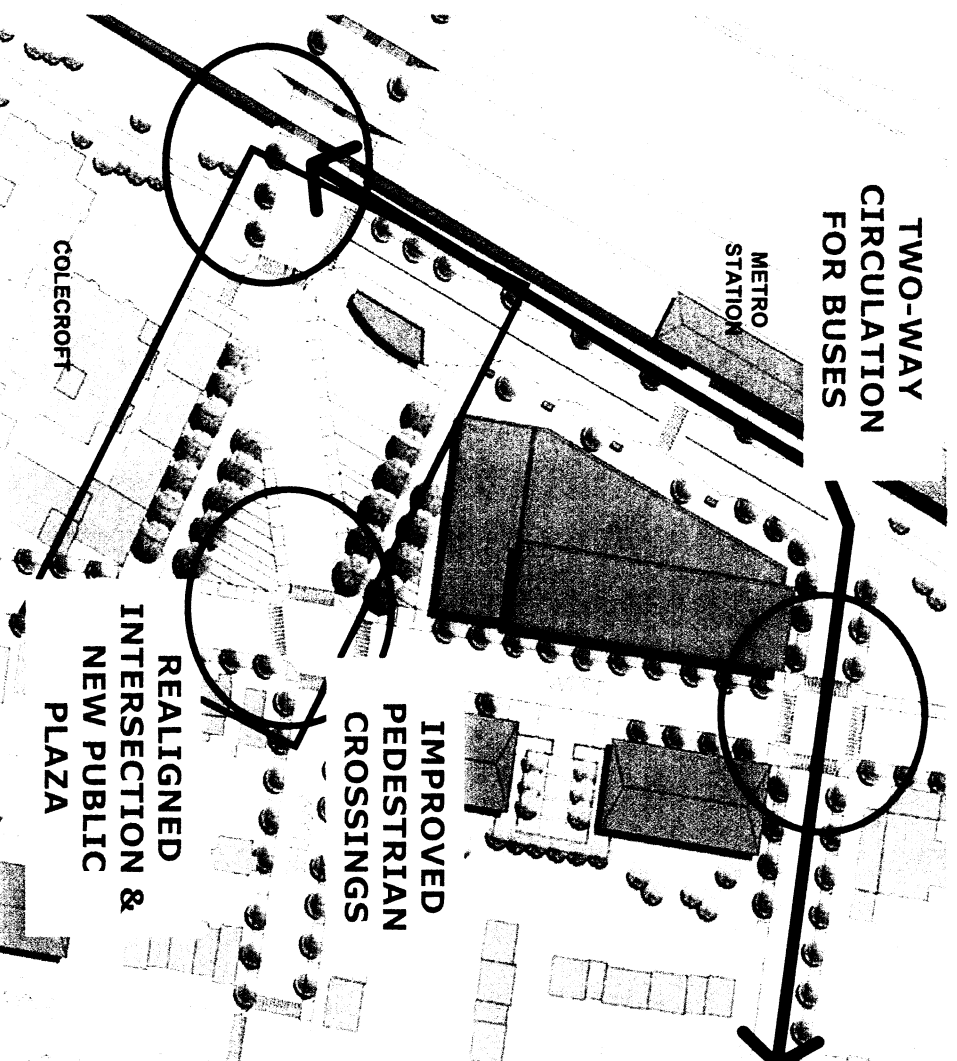


**Consolidate Open
Space and Reconfigure
Buses**



**New Development with
Open Space and
Reconfigured Buses**

BRADDOCK METRO - Creating a Center



**Mixed Use
Development
with Retail
Cluster, with
Colecroft, of
15,000 s.f.**

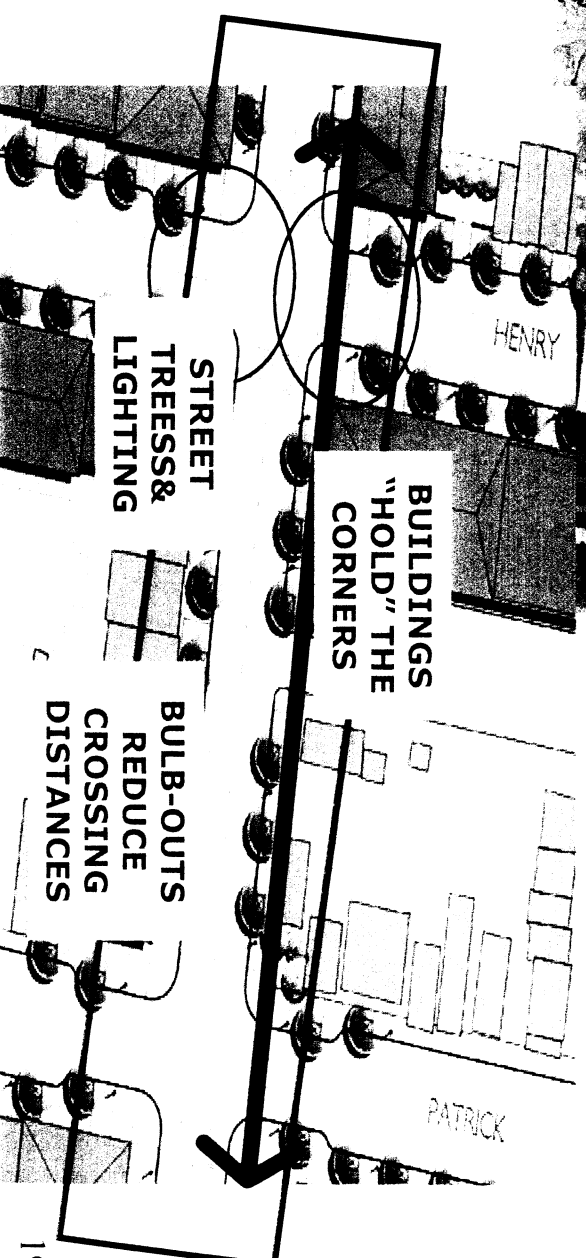
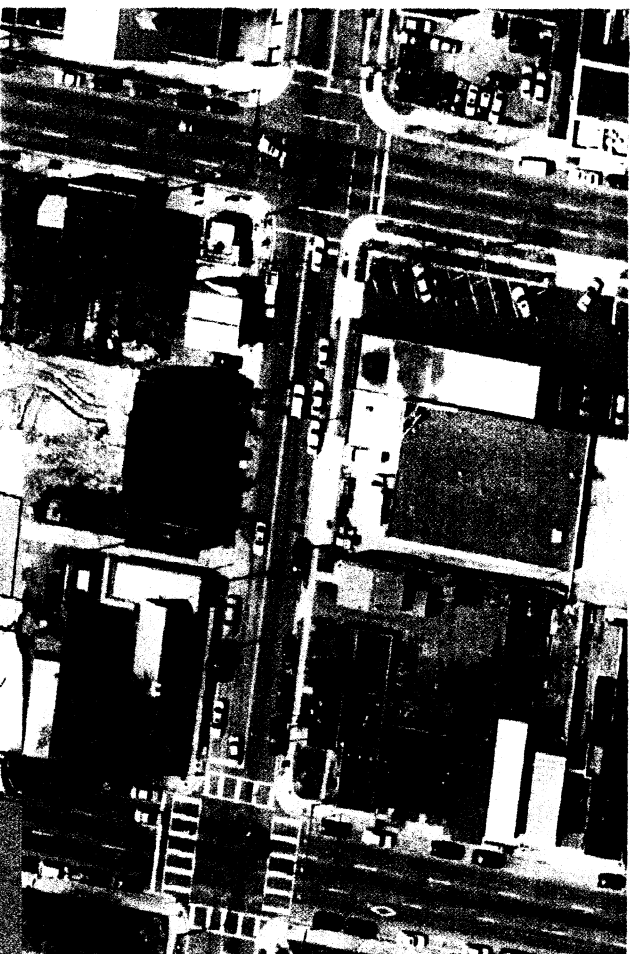
**Opportunity to
Balance New
Development
with Usable
Open Space
and Enhanced
Bus Capacity**

BRADDOCK METRO - Creating a Center



WYTHE STREET – Connecting Metro to the River

**Improve Walkability
Enhance Streetscape
Improve Pedestrian
Crossing at Henry
and Patrick**



BRADDOCK CENTER – Improve Walkability



BRADDOCK CENTER – Neighborhood Retail

Mount
Vernon
Avenue

Gateway
Corner
Stores

3,000 sf

Braddock
Shops

15,000 sf

Henry
Shops

65,000 sf

Washington
Street

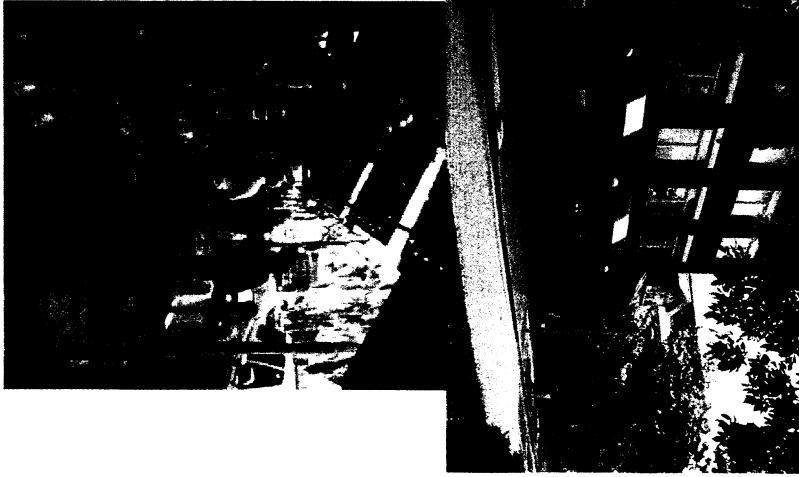
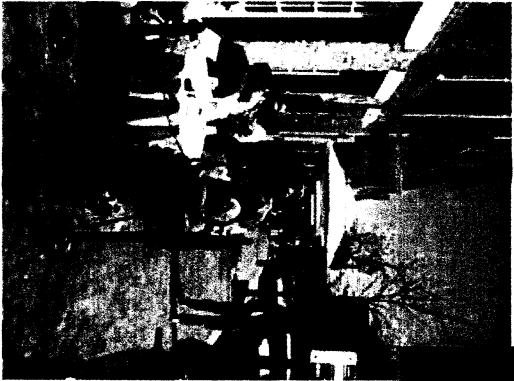
Queen
Street
Shops

4,000 sf
(existing)

King
Street

Duke
Street

Walk to neighborhood
shopping, grocery and
services
80,000 s.f.



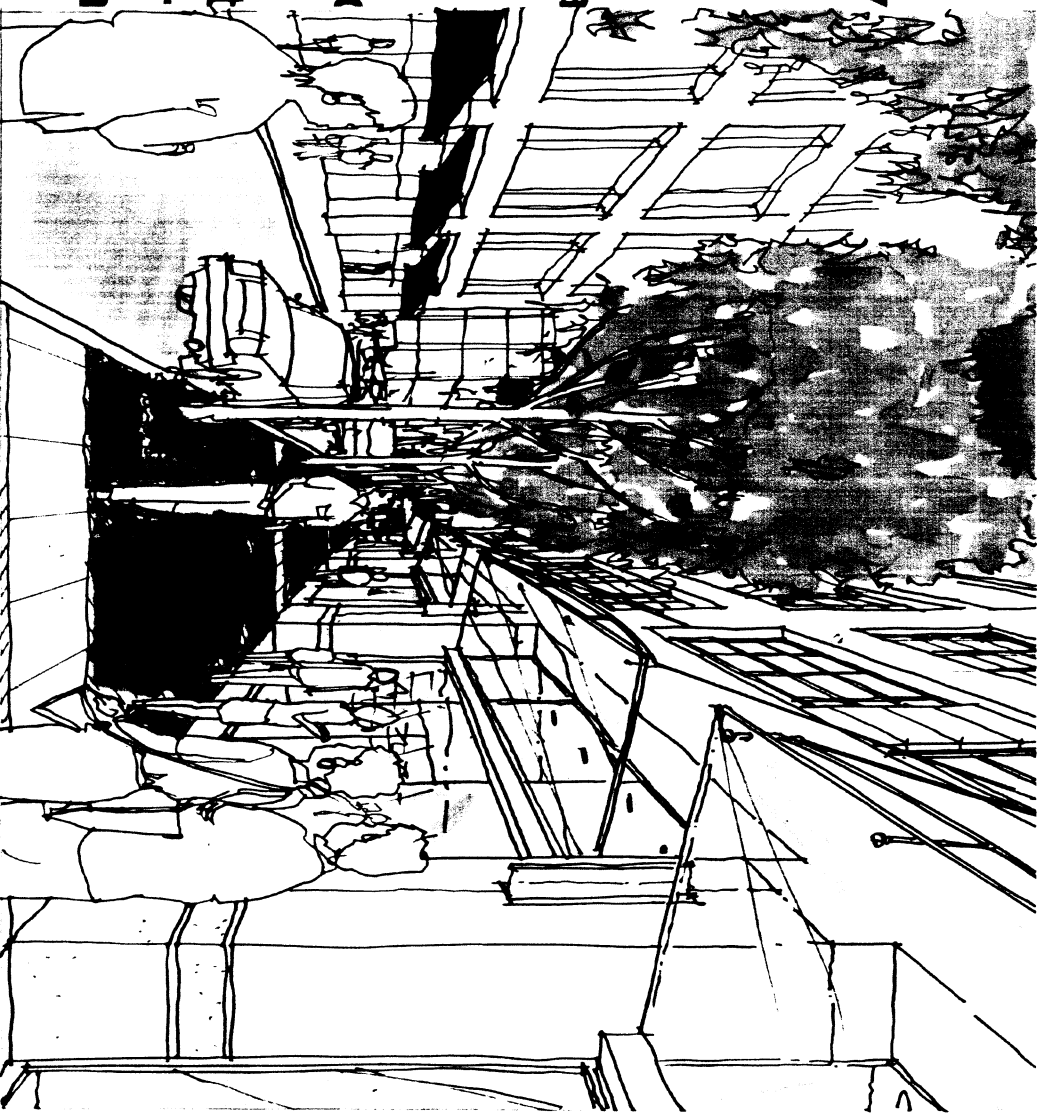
RETAIL – Neighborhood Destinations

New retail at Northern Gateway, Henry Street, Metro Station

Enhance Queen Street businesses

- Administrative approvals for outdoor dining, small restaurants

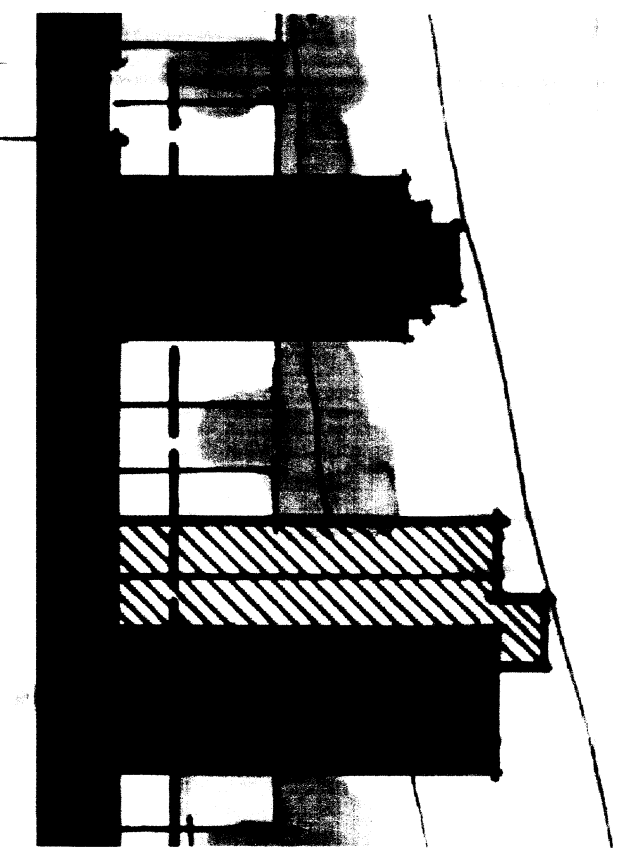
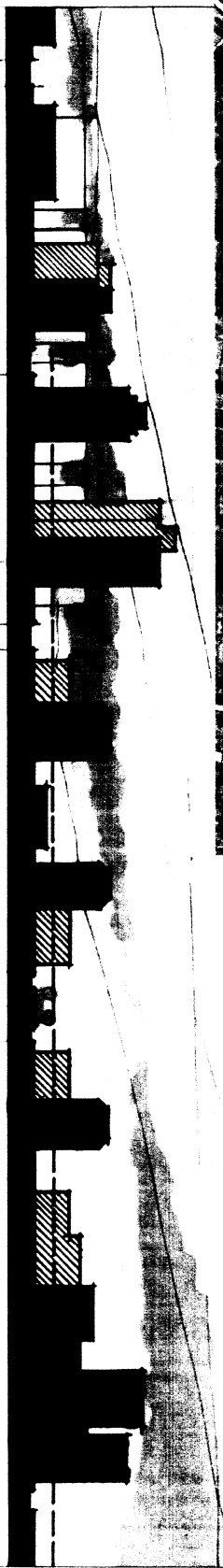
- Guidelines for preferred retail locations and standards or storefront design, transparency, depth and ceiling height



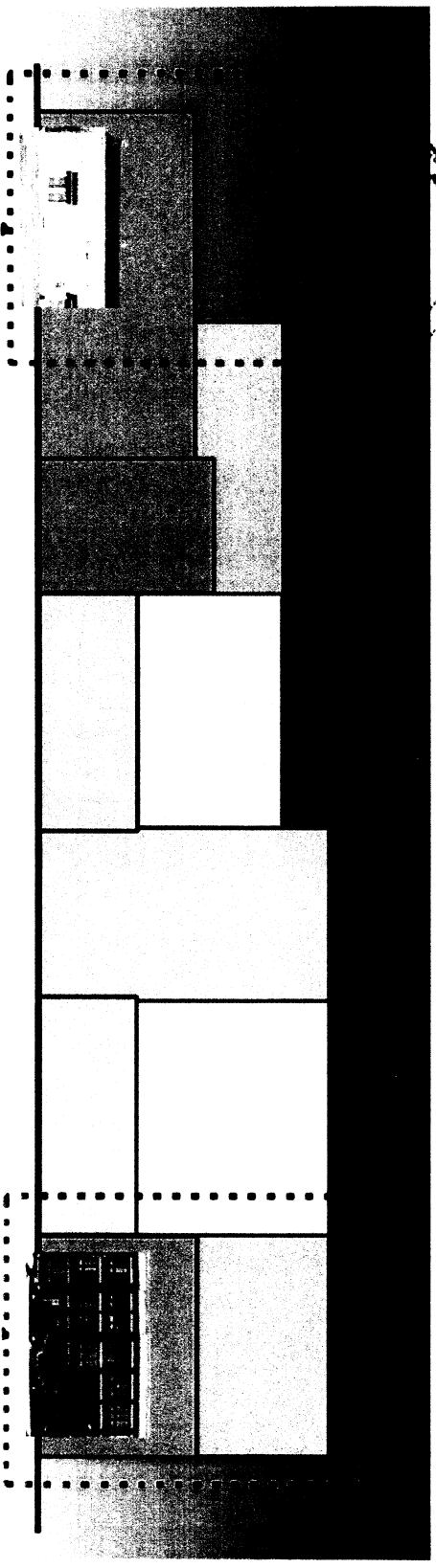
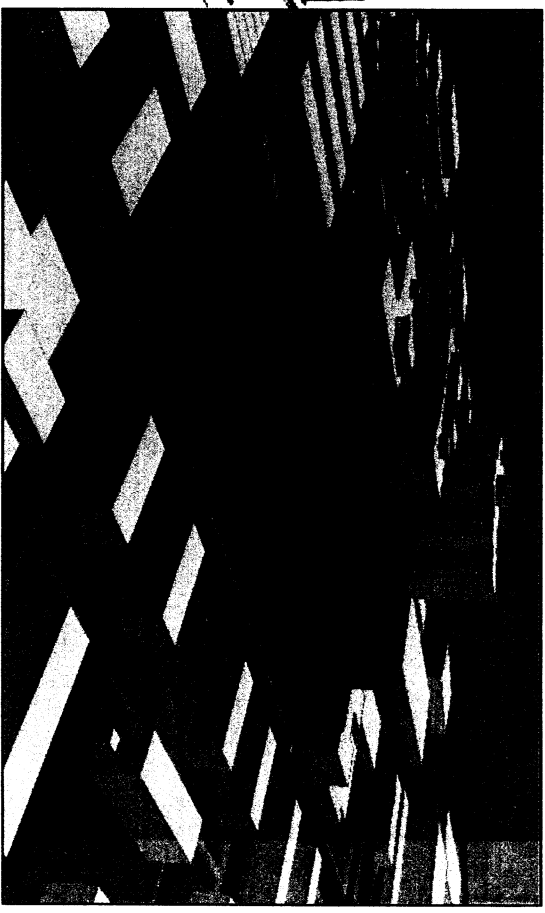
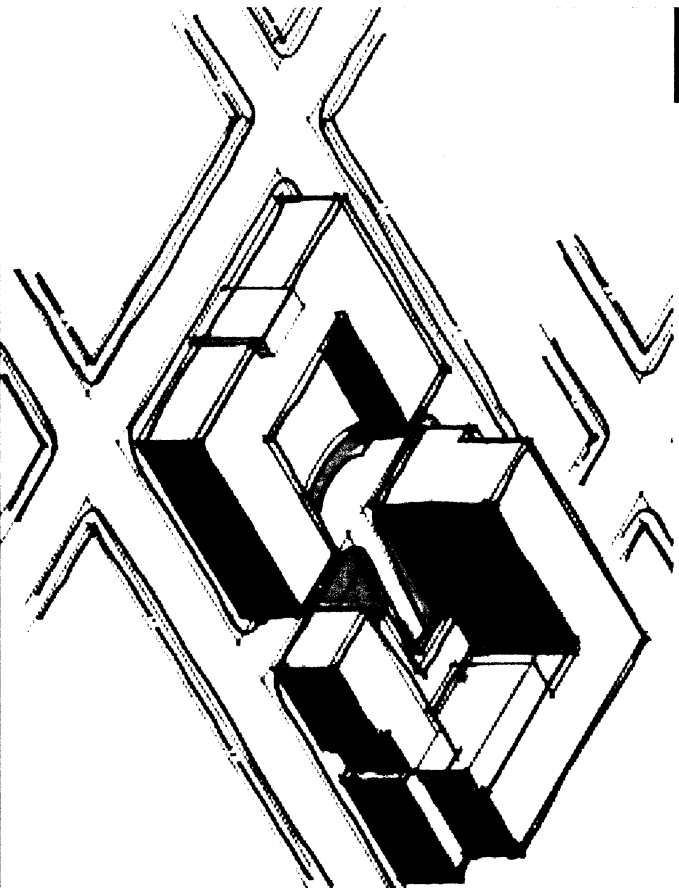
TRANSITIONS – Height, Mass and Scale



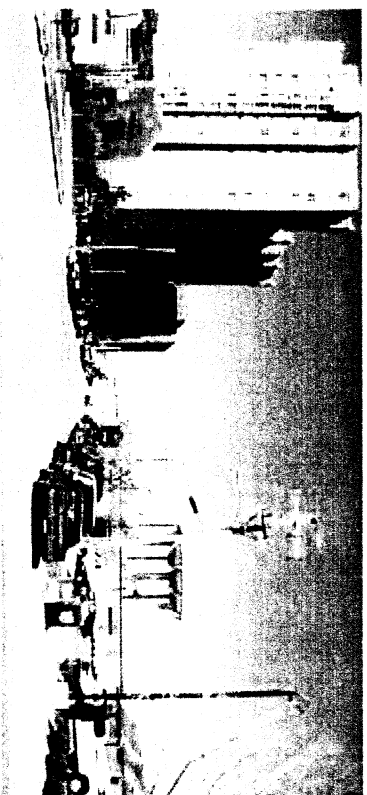
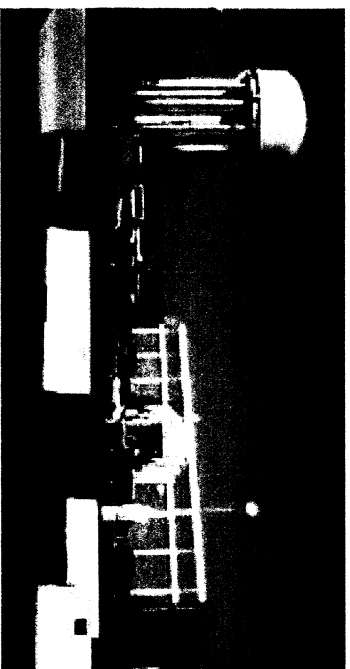
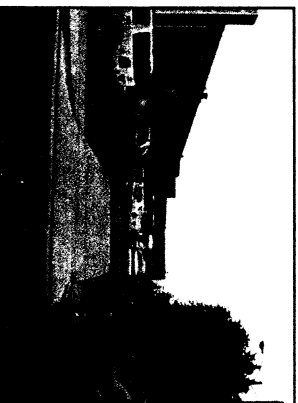
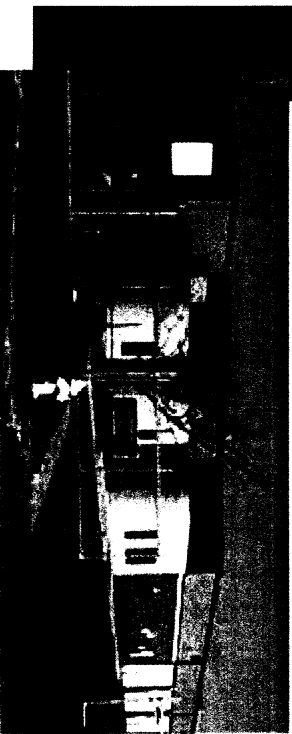
Transition height of new development to existing residential conservation areas



■ TRANSITIONS – Height, Mass and Scale



NORTHERN GATEWAY TODAY



NORTHERN GATEWAY – A New Urban Neighborhood

Mix of residential/office

Corner shops

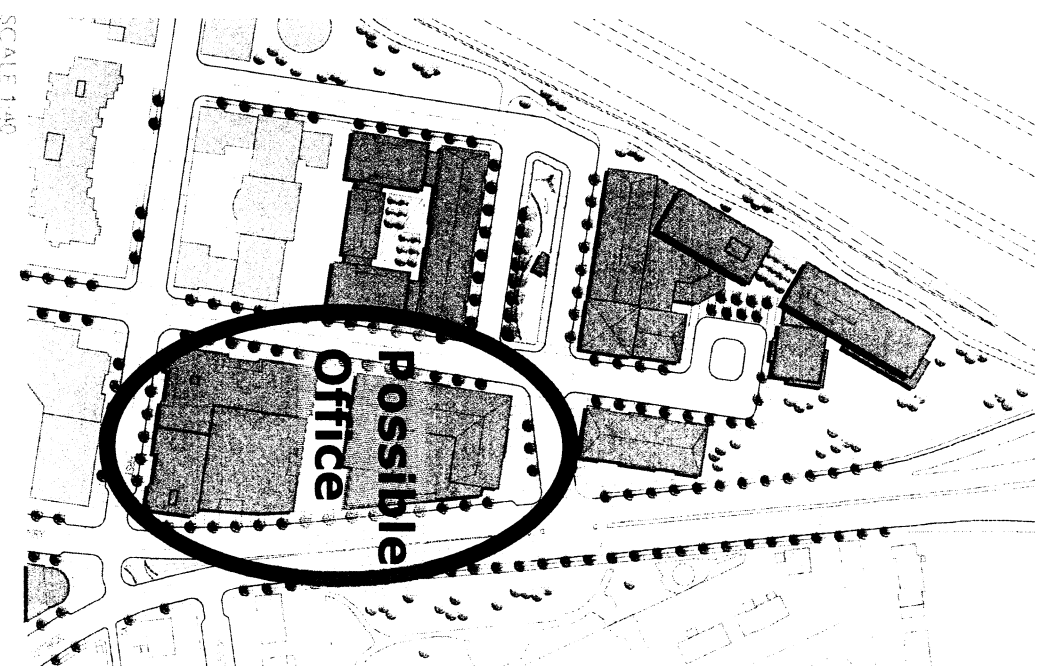
**Trail connection to Metro/
neighborhoods**

Safer pedestrian crossing Rt 1

Affordable housing opportunity

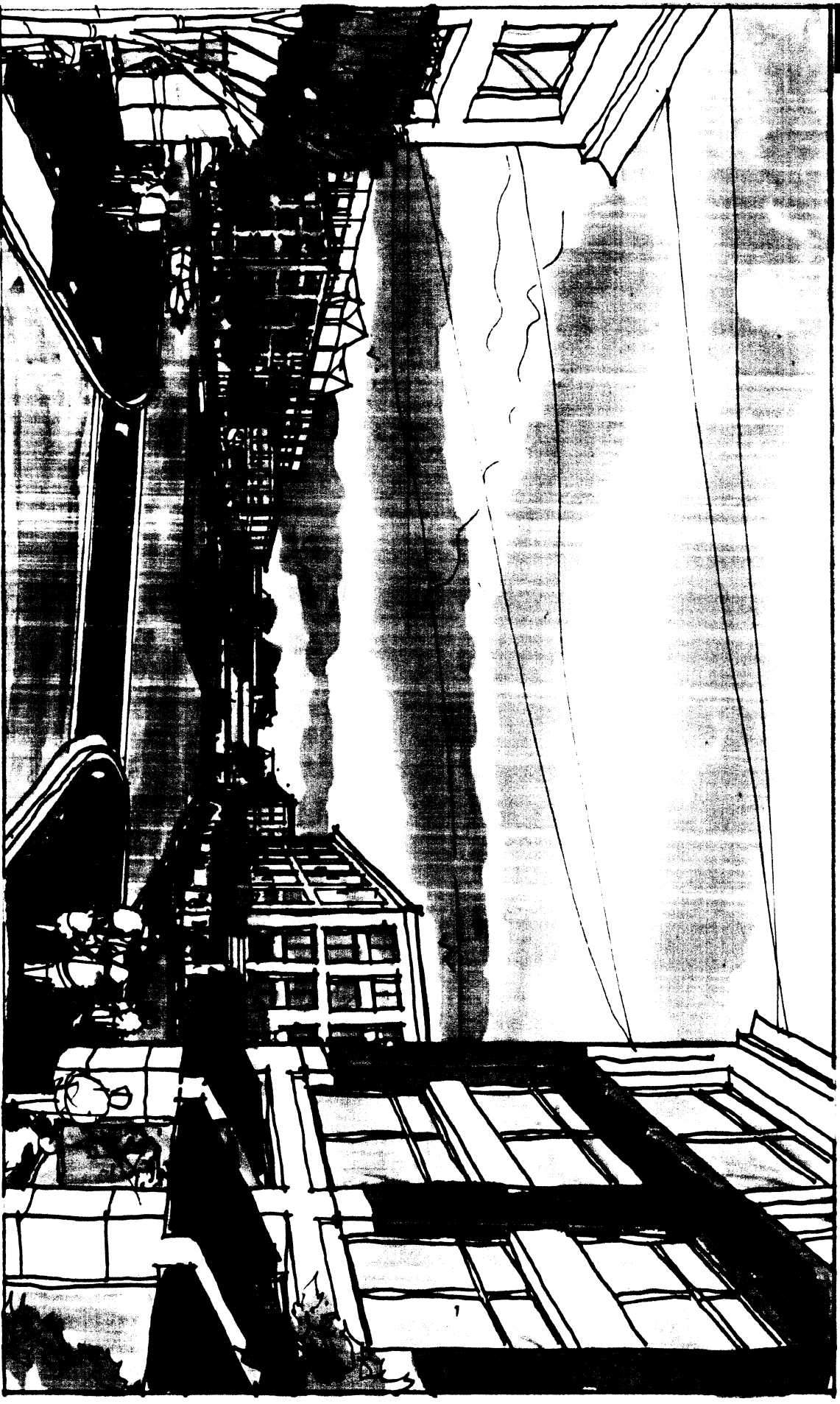
Public Square at Fayette/First

Washington Monument views

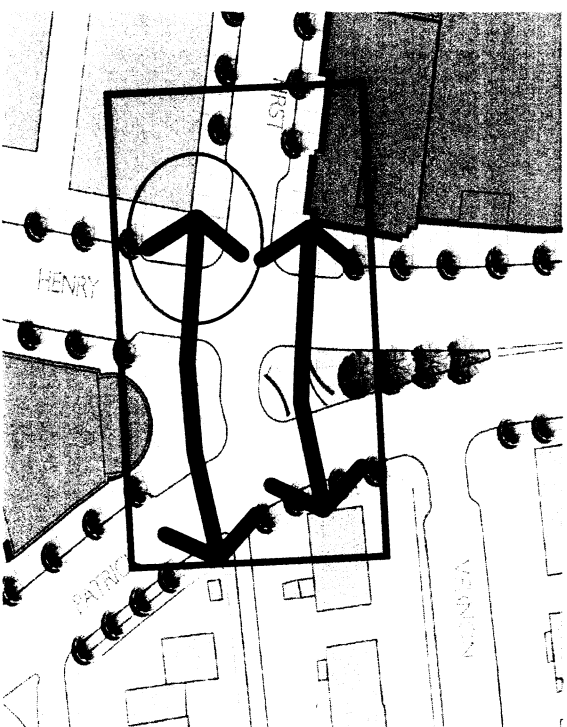
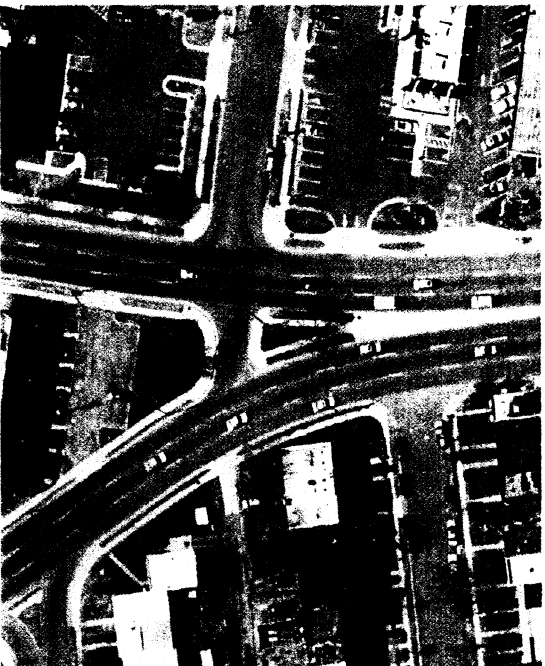


NORTHERN GATEWAY

Neighborhood Centered on Urban Plaza



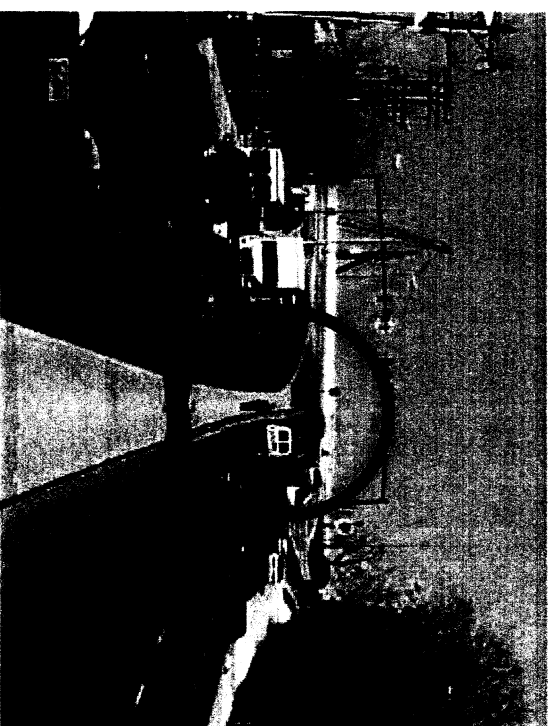
ROUTE 1 GATEWAY



Improve Route 1 Crossing

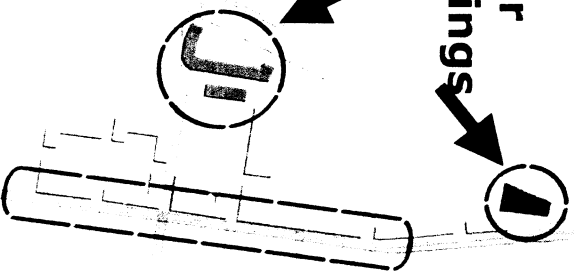
Slow traffic with parking and gateway

Define entry into neighborhood

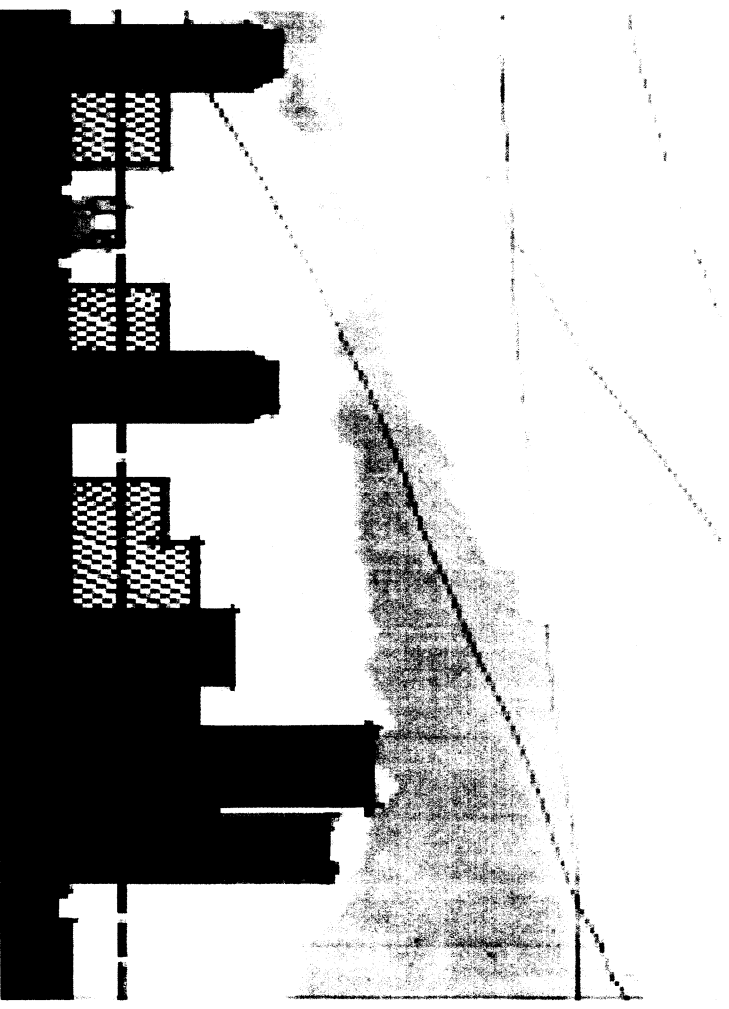


AFFORDABLE HOUSING

Potential for
Taller Buildings
at Gateway
and Metro



Appropriate
Locations for Bonus
Height/ Density for
Affordable Housing



NEXT STEPS

**Comprehensive Traffic
Analysis**

Planning Commission

